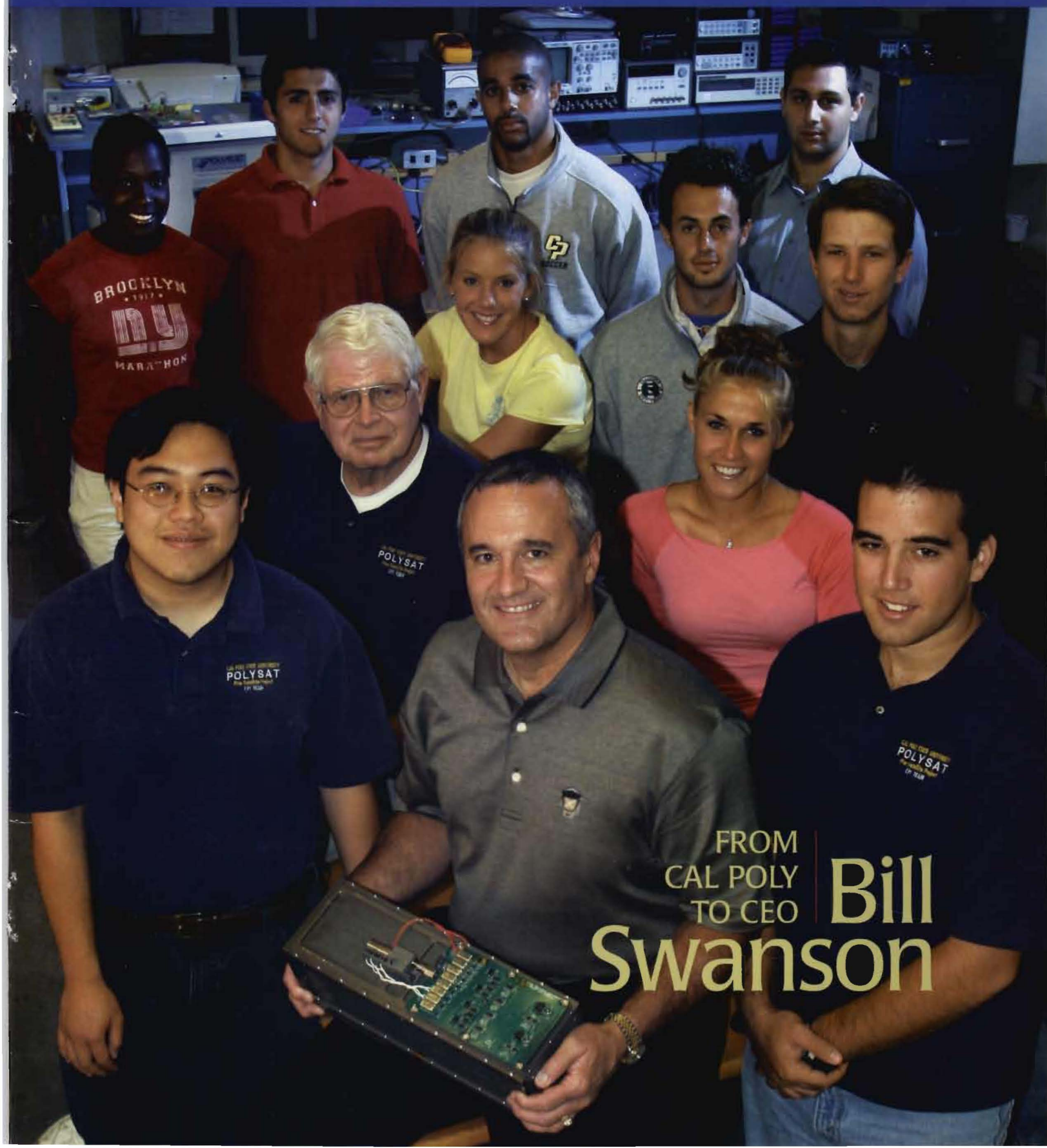


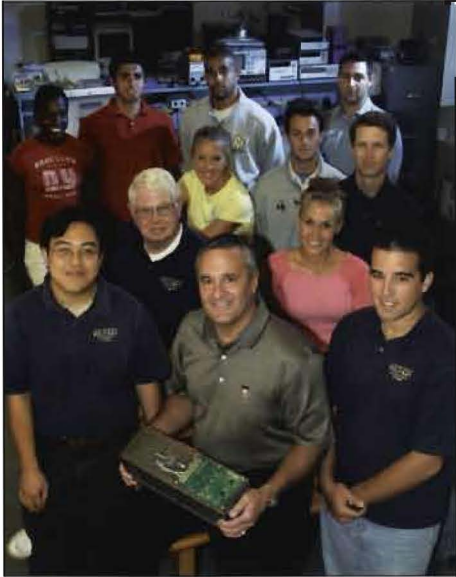
Cal Poly

magazine

Fall 2003



FROM
CAL POLY
TO CEO | **Bill
Swanson**



On the **Cover** Front and Center

Bill Swanson (IE '72) and his company, Raytheon – one of the nation's largest defense contractors – exemplify the kinds of industry partners that enable Cal Poly students to work with cutting-edge technology and support faculty research at the highest levels. (See story, page 10.)

Photo by Jeff Greene



THE CAL POLY FOUNDATION



Supporting hands-on programs,
teaching, and research

ENRICHING ACADEMIC EXCELLENCE



Cal Poly

advancing the future

Cal Poly Magazine is published for alumni and friends of California Polytechnic State University, San Luis Obispo, by the Public Affairs Office, with support from the Cal Poly Foundation.

Please mail letters to be considered for publication to "From Our Readers, *Cal Poly Magazine*, Heron Hall 204, Cal Poly, San Luis Obispo, CA 93407. Phone: 805/756-7109 Fax: 805/756-6533 E-mail: vhanson@calpoly.edu

Please mail "Class Notes" and "In Memoriam" information to the Alumni Relations Office, Attn: Class Notes, Cal Poly, San Luis Obispo, CA 93407, or e-mail alumni@calpoly.edu.

Mail address changes to Advancement Services, Heron Hall, Cal Poly, San Luis Obispo, CA 93407.

**Vice President for
University Advancement:**
William G. Boldt

Public Affairs Director:
Leah Kolt

Editor:
Vicki Hanson

Contributors:
Sky Bergman, Natalie Connelly, Richard Ellison, Kim Gannon, Mary Ann Garneau, Polly Harrigan, Amy Hewes, Amber Kidd, Sharon Kuhlenschmidt, Ray Ladd, Michael McCall, Nikole McCollum, Roseanne Parks, Mark Shelton, Vivian Steele, Dennis Steers, Elizabeth Weigand, Carina Yamaguchi, Jeri Young

Photography:
Bob Anderson, Sky Bergman, Laura Dickinson, Tim Garcia, Jeff Greene, Patrick Swadener

Design:
Shirley Howell

Printing:
American Lithographers

What's Inside

Features

- 2 201 Rooms with a View: New campus dorms
- 4 Branching Out: Avocado orchard partnership
- 6 At the Heart of Campus Life: The Kennedy Library
- 10 View from the Top: Bill Swanson
- 15 Stars in Their Eyes: Liberal Arts alums make it in Hollywood – and beyond

University News

- 20 U.S. News rates Cal Poly #1 in category for 11th straight year
President Baker joins leadership of national university association
UCTE joins UCSB to offer first Cal Poly doctorate
- 21 'Smart growth' expert to lead top-rated CAED
- 22 'Hoot' Gibson named to Astronaut Hall of Fame
Extra Credit
- 23 Seventh annual President's Diversity Awards
College of Ag, University of Guelph establish exchange program
- 24 Robert Reich gives keynote talk at 2003 career conference
- 25 Imagination takes wing in aerospace engineering classes

Alumni News

- 26 Homecoming 2003: Reunions and highlights
- 27 Engineering alums tour aircraft company
'Lost' Alumni
- 28 New students welcomed
Alumni directory to be released in December
CPAA, Continuing Ed to help 'all-but-senior-project' students
Mustang Merchants can save you money

Advancement News

- 29 Wine + women = WineSense
Campaigning for a new CAED building
- 30 Gifts

Sports News

- 31 Ozzie Smith comes home

Inside Back Cover

Everett Chandler endowment

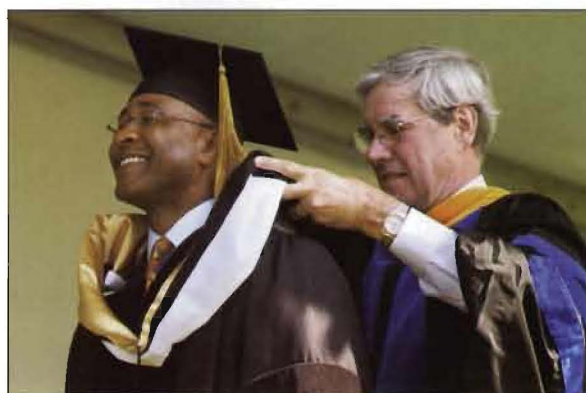


2

10



31



201 Rooms with a View



Cal Poly's new student housing complex, Cerro Vista, is perched on a hill just at the entrance to Poly Canyon. Cerro Vista, which means "Hill View," provides an undeniably tranquil setting – and view – for students to study, relax or visit with friends. The first occupants, selected through a lottery, were settled in time for fall quarter.

Students Fill New Cerro Vista Housing

The complex accommodates approximately 800 students, increasing on-campus student housing by 35 percent and helping to alleviate some of the community's housing shortage.

In contrast to older, more traditional residence halls – which generally provide a room for two with just enough space to sleep and study, have shared bathrooms and no cooking facilities – Cerro Vista's 201 apartment-type suites include four bedrooms, a living room, two bathrooms and a kitchen – all in about 1,000 square feet. And no one has to share a bedroom.

Cerro Vista resident Noa Younse, a fourth-year architecture major who has lived on campus every quarter except this past summer, used that time to teach himself to cook.

"I've moved up from frozen food to baked chicken," he boasts.

Just weeks before the complex was to be completed, Younse was looking forward to his new accommodations



Story by Jo Ann Lloyd • Photos by Bob Anderson



Earth tones were chosen for exterior walls to blend better into hillsides. Apartments are furnished with solid-maple mission-style tables and chairs.



Pull-out trays for student desks were specially built to have room for a mouse next to a keyboard. Classes are a short walk from the apartments.

because, he said, "A lot of my friends will be living there, so I won't have far to go for help." Or for a meal.

Still More To Come

Cerro Vista is the first student housing facility to be built on campus since 1973, but it won't be the last, if university officials have their way. Plans are under way for additional on-campus housing, dubbed Student Housing North, which will provide space for another 2,700 students.

In addition to the apartment-style units, initial plans include parking facilities and a "village center" with recreation and retail stores. The unique project still requires approval by the California State University board of trustees, but if all goes as planned, work is to begin in fall 2003 and students will be in before the start of fall 2006 classes.



Student Housing North is to be built between Cerro Vista (from where this shot was taken) and the horticulture unit and Leaning Pine Arboretum (center, in the distance).

Branching Out

Cal Poly, Mission Produce Establish Avocado Orchard

Cal Poly's College of Agriculture and Mission Produce, a Southern California avocado and avocado products company with annual sales of more than \$100 million, have begun planting a new 50-acre avocado orchard on the Cal Poly campus.

The orchard is a joint venture between the two partners, designed to be a profitable commercial operation as well as a showcase and field classroom for the latest orchard management techniques.

Mission Produce is providing orchard management and harvesting crews, as well as state-of-the-art irrigation and orchard-care systems. Cal Poly is providing the land and water for the orchard. The company will make a donation to Cal Poly's College of Agriculture at the end of each harvest based on proceeds from the sale of the avocados.

"The new Mission Produce orchard will offer students the chance to learn firsthand about large-scale commercial

Story by Teresa Mariani Hendrix • Photos by Bob Anderson



Cal Poly President Warren J. Baker (left) and Mission Produce CEO Stephen J. Barnard toured the orchard as planting began.



avocado operation and integrated avocado marketing practices, something Cal Poly can't do now," says College of Agriculture Associate Dean Mark Shelton.

Mission Produce is currently planting 6,400 avocado trees. The company's CEO, Stephen J. Barnard, a Cal Poly alumnus, was on campus June 12 for the start of planting. "It's a good deal for both parties," says Barnard. "It's good business for both. But the real opportunity for me is going to be watching the kids come through and watching them learn."

Avocados flourish from Mexico to California's Central Coast. Cal Poly's location and its agriculture program – the fourth largest in the nation – make the university an excellent site for a showcase avocado orchard, Shelton explained.

Buildings of the university's central campus are visible to the south.

'The new Cal Poly/Mission Produce orchard is a model for university/industry partnerships.

Students benefit by working side by side with seasoned professionals, and companies are enriched by their interactions with young people in a dynamic learning environment.'

Warren J. Baker
Cal Poly President

At the Heart of Campus Life: The Kennedy Library

It's not your grandfather's library . . .

Yes, there are still books, newspapers and journals. Students still cram into the night at carrels or in study rooms. Library staff still patiently answer endless questions at the Reference desk.

But the card catalog has been auctioned off as a relic. You can now read an article on reserve in your pajamas by logging onto PolyCat, the online catalog, from your home computer and printing the full text for tomorrow's class discussion. You can take a class in geographic information systems from a librarian.

And you can buy snacks and soft drinks and carry on a conversation in the Reading Room, which has a noise level to match that of Grand Central Station at rush hour.

When novelist Shelby Foote wrote, "A university is just a group of buildings gathered around a library," he was referring to the importance of libraries to the academic experience. The Kennedy Library at Cal Poly defines the life of the campus. Supported by librarians and staff – the gatekeepers of online databases, networked systems, and recent and musty journals – students flock to

Story by
Carol Pendergast

Photos courtesy
University Archives, Cal Poly





The Kennedy Library still offers the traditional reading and study room (opposite), but also provides multimedia services. Rob Laacke of the library's Multimedia division works with Sociology Professor Maliha Zulfacar to create a video (left).

the library in person and online. Whether in its virtual or physical incarnation, the library is more than its collections. It is, as Norman Cousins observed, "the delivery room for the birth of ideas."

In this age of information, when the sheer volume of new data produced in traditional and electronic formats on an annual basis has reached staggering proportions, the Kennedy Library at Cal Poly offers students and faculty a 21st-century approach to teaching and learning. Dean of Library Services Hiram Davis notes, "The infusion of electronic information is establishing a new working paradigm for the library: one of networked information, collaborative teaching with faculty, electronic access, and storage and partnership with other campus information providers."

As Cal Poly shifts to a digital learning environment, Kennedy Library faculty and staff are assuming new roles. With their expertise in search strategies, highly specialized resources and digital media, they are positioning the library as an indispensable campus resource.

Rob Laacke of the library's Multimedia division worked with Sociology Professor Maliha Zulfacar to create a video of her films of life in Afghanistan after the Taliban. "Library Multimedia is here to help faculty translate their ideas and raw materials into sophisticated finished products to use in the classroom," says Laacke. "Working with Professor Zulfacar was a great experience. She was open to new ideas on how to better communicate with her students through her video, and I learned more about Afghanistan than I ever thought possible."

Determined to give his students more in-depth exposure to research tools, Marketing Professor Brian Tietje sought help from Frank Vuotto, a Kennedy Library business librarian. "Frank showed us some search strategies that greatly improve our search efficiency. More importantly, my expectations for the students and their expectations of themselves have risen. Frank's contribution has definitely raised the bar of my standards for research," notes Tietje.

And when English major Ashlee Steward needed data for her senior

Whether in its virtual or physical incarnation, the library is more than its collections. It is, as Norman Cousins observed, 'the delivery room for the birth of ideas.'



For the past two years, students in the College of Agriculture's Agribusiness Department voted to provide the Kennedy Library with \$35,000 from a student fee increase to expand and strengthen agribusiness research materials.

project, "Gender Stereotypes in Contemporary Advertising," she searched the Datagenie database to tap into the Kennedy Library's subscriptions to online scholarly journals and article databases. Steward found more than 20 relevant articles, which she was able to read online, download or request by using an online form. Acquiring texts from other libraries proved to be an easy process through Interlibrary Loan. The library's late hours and 24-hour online services enabled her to complete much of her library research between classes and work, on campus and from home. "The library worked around my schedule, rather than the other way around. Without the Kennedy Library, I couldn't have completed my senior project and still have stayed sane!" Steward says.

Contrary to popular belief, libraries are not like utilities: Information resources do not appear at the flick of a switch. The cost to

maintain the diverse collections at the heart of the Cal Poly community's teaching and learning, including the technological infrastructure, online databases and other print and digital materials, is beyond the reach of any state university's budget. As the shelf life of information grows shorter, more creative solutions are needed to enable the Kennedy Library to support the research and instructional needs of its faculty and students. Shared collections and consortium subscription discounts are just two approaches to solving the problem.

At Cal Poly, students, faculty and industry have begun to invest in the future of library resources in their fields. For the past two years, students in the College of Agriculture's Agribusiness Department voted to provide the Kennedy Library with \$35,000 from a student fee increase to expand and strengthen agribusiness research materials. "The resources of the library are an integral part of our

education efforts," says Agribusiness Professor Ken Scott.

"The impact on teaching and learning will be substantial," adds librarian Frank Vuotto. "Students will gain hands-on experiences with real-world business tools, making them more desirable in today's workplace. Faculty members will have access to world-class business databases to support their research."

College of Liberal Arts Associate Dean Susan Currier and her husband, Chemistry and Biochemistry Professor Max Wills, created a gift annuity that will fund the Humanities Collections in the Kennedy Library.



Julia Morgan

Photo courtesy
Julia Morgan
Collection, Special
Collections,
Cal Poly

Special Collections Houses Morgan and More

The Kennedy Library's Special Collections Department houses the most extensive collection of materials world-wide on Julia Morgan, the first female architect in California, best known as the architect of Hearst Castle. Morgan's personal and professional papers, photographs, 5,000 architectural drawings and sketches, and correspondence are among Cal Poly's treasures.

At the other end of the scale, the archives also include the Moore Collection of Underground Comix, which reflects in graphic form the social issues of the 1960s.

To learn more about these and other collections, visit the department's Web site at www.lib.calpoly.edu/spec_coll/.

"I'm a humanist and texts in all their various forms are central to the humanistic disciplines," says Currier. "Libraries not only store texts (many of which are now available online), they also organize knowledge and, to a certain extent, access to it. Technology will continue to affect the evolution of libraries, but in my vision of the future, public and university libraries will remain vital centers of and for learning."

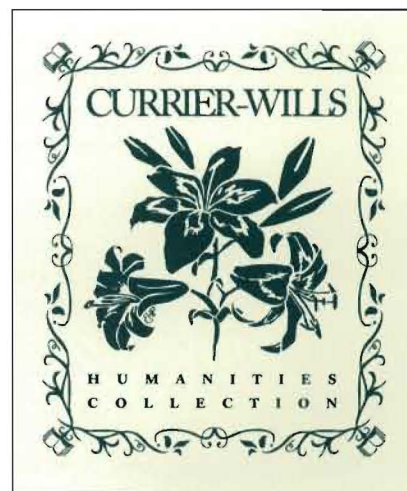
Local industries also recognize the importance of preserving the history of the region and supporting future studies. Women for WineSense established a library fund to support the growing interest in viticulture studies at Cal Poly and the needs of the local wine industry. (See story in "Advancement News.") Collecting the family papers of ranchers, environmentalists and vintners in the Ranching and Land Management Archives in Special Collections, and identifying support to preserve and manage those collections, are intrinsic to the mission of the Kennedy Library.

To provide faculty, alumni and friends of Cal Poly with the opportunity to provide library resources in an area of their interest and of Cal Poly's curriculum, the Kennedy Library has created individual Subject Area Endowments. For a tax-deductible gift of \$10,000, payable over five years, individuals may create a fund to endow a specific subject area. All books and materials purchased with the income from the endowment will have a bookplate individually designed for the donor. Currier's bookplate, designed together with Cal Poly senior Holly Sell, a library Multimedia student assistant, will honor Currier and her husband through the resources purchased with their gift.

For more information on Subject Area Endowments, or other opportunities to support library resources for the campus, contact Carol Pendergast, library advancement director, at 805/756-5786.

**'In my vision of
the future, public and
university libraries will
remain vital centers
of and for learning.'**

— Susan Currier



*A custom bookplate honors
College of Liberal Arts
Associate Dean Susan Currier
and her husband, Chemistry
and Biochemistry Professor
Max Wills, for the couple's
gift annuity that will fund
the Humanities Collections
in the Kennedy Library.*

View FROM THE Top

H

HOW DO YOU become head of a major corporation?

Have a "love affair with the company," says Bill Swanson, who was named last summer as the new CEO and president of Raytheon Company, one of the nation's largest defense contractors.

Education is also key, according to Swanson, who characterizes himself as an insatiable learner with a compulsion to add something new to his knowledge base every day. Most days he aims for two, so he has one in the bank "for days when I slack off."

This passion for learning was evident during his days at Cal Poly, where he graduated magna cum laude and was named Outstanding Industrial Engineering Graduate.

Swanson, who was awarded an honorary doctorate of

laws degree from Pepperdine for his work with the university and students, believes the practical experience and self-confidence he acquired at Cal Poly made him a double threat when he hit the business world. "I fit right into the Raytheon culture – comfortable with the equipment, knowledgeable in engineering theory, and in possession of a no-fear attitude," he recalls. "I definitely had the advantage over my peers from other schools."

His fearless approach to getting the job done propelled

*Cal Poly industrial
engineering alumnus
Bill Swanson shares
his experiences as
CEO and president of
Raytheon Company
and reflects on how
"learning by doing"
got him there.*

**Story by Leah Kolt
Photos by Jeff Greene**

Raytheon at a Glance

Raytheon is an industry leader in defense, government and commercial electronics, space and information technology, technical services, and business aviation and special mission aircraft.

STAFF:

- More than 76,000 employees worldwide

REVENUES:

- \$16.8 billion in 2002

STRATEGIC BUSINESS AREAS:

- Missile defense
- Intelligence, surveillance, reconnaissance
- Precision engagement
- Homeland security



Raytheon Research Opportunities for Cal Poly Students, Faculty

Industry partnerships offer win-win scenarios: they provide opportunities for student learning and funding for faculty research, while companies benefit from research outcomes, innovative problem-solving and graduates well prepared to enter the workforce.

The Raytheon Company, under the leadership of Bill Swanson and previous executives, has provided a wealth of project opportunities for Cal Poly students and faculty, including the following:

- An interface design project to an embedded system for Raytheon, funded by a \$5,000 grant from Raytheon to Computer Science Professor Clint Staley
- A project developing computer simulation models of a slot array antenna – an antenna that radiates efficiently over a very wide frequency range – funded by a \$20,000 Raytheon grant and conducted by Electrical Engineering Professor Dean Arakaki and his students
- An Automatic Target Recognition (ATR) system for Synthetic Aperture Radar (SAR) imagery. (ATR is an application of computer vision to identify “targets” such as tanks or airplanes in an image, or to monitor the environment regardless of time-of-day or atmospheric constraints, by a complex comparison to geographical features.) This project is being funded by a \$20,000 grant from Raytheon to Electrical Engineering Professor John Saghri and two Cal Poly computer science graduates (one of whom used the project as a thesis topic, the other as a springboard to employment).
- Six research projects awarded by Raytheon to Industrial and Manufacturing Engineering Professor Tali Freed, ranging from the study of a more efficient workflow at Raytheon Vision Systems’ (RVS) clean room, to estimating fixed and variable costs of a production process through cost tracking and budgeting, to producing a scheduling system for the Oven-Bake process, to a collaborative study with Business Professor Mike Stebbins on RVS industry benchmarking and providing a theory for designing and implementing an improved organizational structure within RVS
- A project funded by a \$20,000 grant from Raytheon to Physics Professor Peter Schwartz to explore how DNA can be used to assemble structures onto a surface with nanometer precision. Three-dimensional research models in this research program target the production of “smart materials.”

him to take on the toughest assignments from the start. He had “no qualms whatsoever” about accepting any and all challenges, a trait that “got me known and got me some great assignments.”

Okay, maybe once he “experienced some trepidation.” Ironically, it was not as an engineer new to the production floor – or even when he was the company’s youngest plant manager – but after he had become a seasoned executive. The assignment? “I was invited to speak to 200 female employees who were part of Raytheon’s women’s network,” he says.

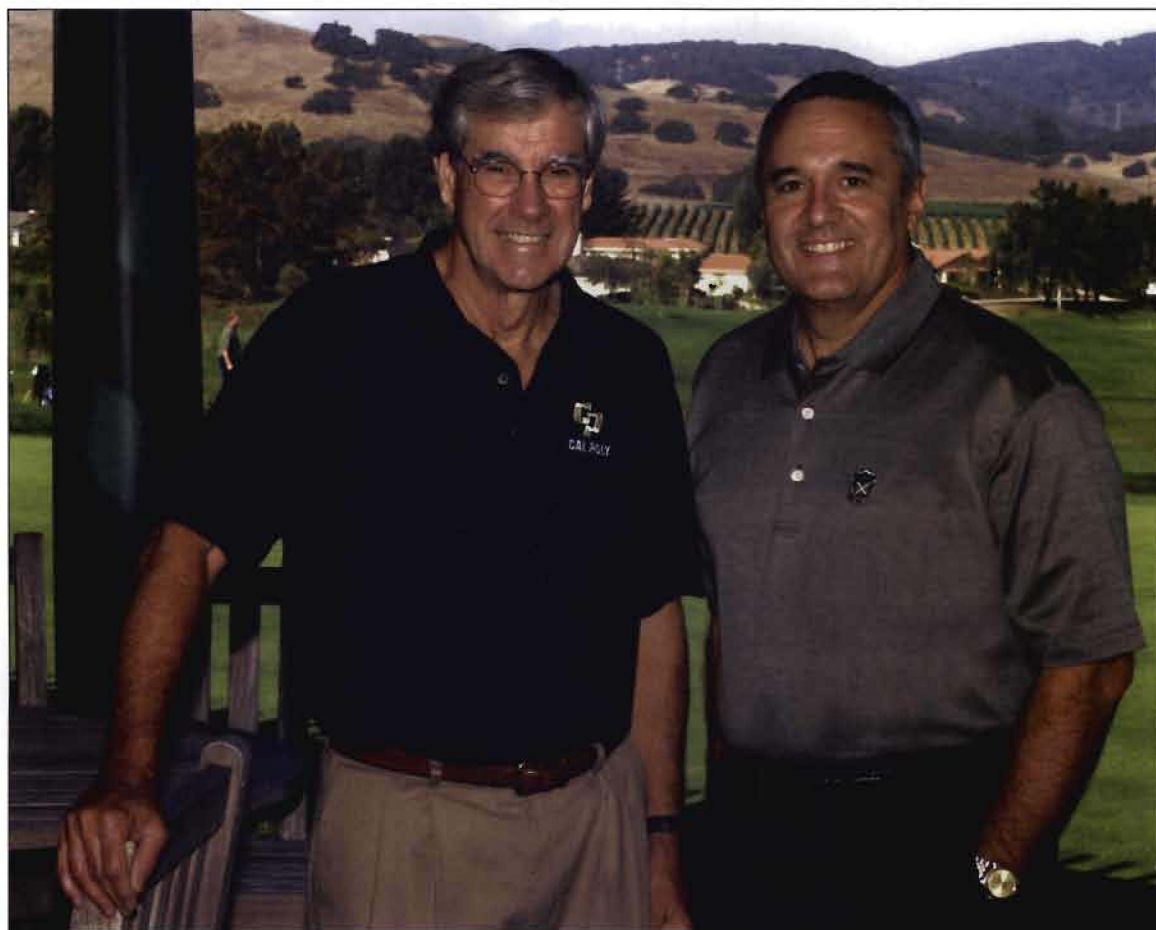
This was a number of years ago, and he had never done anything like that before. He had no idea what to expect, so he called the leader of Raytheon’s missile business, Louise Francesconi, to ask for her advice. “She told me to just be myself. The result was that I had a great dialog with them and came out feeling nine feet tall. To be a leader, you have to be willing to get out of your comfort zone,” he says.

Today, Swanson, who served as Raytheon’s first “diversity champion,” spends time frequently with diverse groups of employees. He credits Cal Poly classes with showing him the value of differences. “Several of my classes had a large number of

CONTINUED ON PAGE 14

Swanson’s Unwritten Rules of Management

- ✓ Learn to say, “I don’t know.” If used when appropriate, it will be often.
- ✓ It is easier to get into something than it is to get out of it.
- ✓ If you are not criticized, you may not be doing much.
- ✓ Look for what is missing – many know how to improve what’s there, but few can see what isn’t there.
- ✓ Viewgraph rule: When something appears on a viewgraph (an overhead transparency), assume the world knows about it and deal with it accordingly.
- ✓ Work for a boss that you are comfortable with telling it like it is. Remember that you can’t pick your relatives but you can pick your boss.
- ✓ Constantly review developments to make sure that the actual benefits are what they were supposed to be – avoid Newton’s law.
- ✓ However menial and trivial your early assignments may appear, give them your best efforts.
- ✓ Persistence or tenacity is the disposition to persevere in spite of difficulties, discouragement or indifference. Don’t be known as a good starter but a poor finisher.
- ✓ In completing a project, don’t wait for others; go after them and make sure it gets done.
- ✓ Confirm your instructions and the commitments of others in writing. Don’t assume it will get done!



*With Cal Poly
President Warren
J. Baker*

'Cal Poly is fortunate to have involved alumni like Bill Swanson who work through their companies and businesses to stay involved with the university at every level. Such industry partners are especially valuable for a polytechnic university that depends on support for undergraduate research, student mentoring and access to the latest technology to maintain our margin of excellence. Over the past year alone, Raytheon has provided faculty grants in the College of Engineering and the College of Science and Mathematics which enable our students to explore exciting new research areas in projects that prepare them well for a bright future.'

Cal Poly President Warren J. Baker

- ✓ Don't be timid – speak up – express yourself and promote your ideas.
- ✓ Practice shows that those who speak the most knowingly and confidently often end up with the assignment to get it done.
- ✓ Strive for brevity and clarity in oral and written reports.
- ✓ Be extremely careful of the accuracy of your statements.
- ✓ Don't overlook the fact that you are working for a boss. Keep him or her informed – avoid surprises! Whatever the boss wants takes top priority.
- ✓ Promises, schedules and estimates are important instruments in a well-ordered business. You must make promises – don't lean on the often-used phrase, "I can't estimate it because it depends upon many uncertain factors."
- ✓ Never direct a complaint to the top – a serious offense is to "cc" a person's boss.
- ✓ When dealing with outsiders, remember that you represent the company – be careful of your commitments.
- ✓ Cultivate the habit of "boiling matters down" to the simplest terms – an elevator speech is the best way.
- ✓ Don't get excited in engineering emergencies – keep your feet on the ground.
- ✓ Cultivate the habit of making quick, clean-cut decisions.
- ✓ When making decisions, the pros are much easier to deal with than the cons. Your boss wants to see the cons also.
- ✓ Don't ever lose your sense of humor.
- ✓ Have fun at what you do. It will reflect in your work. No one likes a grump except another grump!

CONTINUED FROM PAGE 12

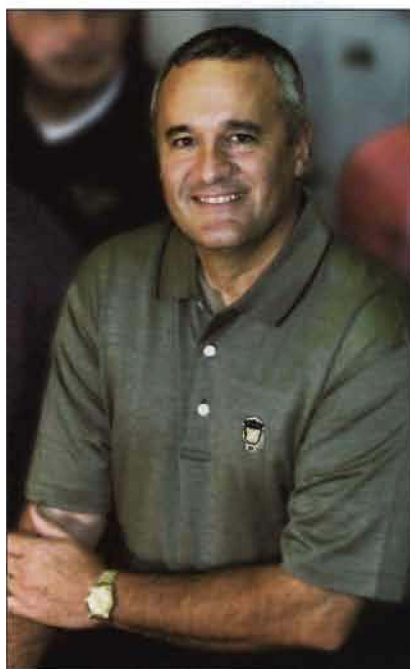
international students, with different backgrounds and opinions. This leads to what I call 'elegant' solutions to problems. I passionately believe that companies who can harness the strengths of all their employees have a great advantage," he says.

Integrity is another of Swanson's passions. He remembers a class in logic and philosophy for engineers at Cal Poly that conveyed "the value of doing the right thing." Such a code of ethics is the antidote to some of the business ethics issues that have been prominent in the news. "No matter how high the cost, you have got to do the right thing!" he says.

His practice of maintaining "a clean screen" extends to his computer. On a daily basis, he personally answers every e-mail sent to him by any of Raytheon's more than 76,000 employees. He often shares his personal observations with employees through mass e-mails; a recent report he sent about a trip he took to Japan resulted in scores of employee responses.

Staying connected with the human resources at Raytheon means getting out from behind his computer, too. "I love skip-level meetings and town-hall forums, where I can meet face to face with employees. I am not brilliant. I got to where I am with the help of my co-workers and I never forget that," he says.

His life isn't all about work, though. An avid golfer, his passion



'I love skip-level meetings and town-hall forums, where I can meet face to face with employees. I am not brilliant. I got to where I am with the help of my co-workers and I never forget that.'

Bill Swanson
Raytheon CEO & President

for the sport extends to his college days, when he was a member of the golf team. "In addition to getting a first-class education, we had fun at Cal Poly. I think I played every golf course in the state. I still see a sense of fun in the students we hire – a bit of an impish quality. This camaraderie helps them stay in touch after graduation, too," he says.

Staying in touch is important to Swanson. Although he lives in Boston, he maintains a strong connection with family, friends and employees in California, where 260 Cal Poly graduates work for Raytheon. He even owns a second home in Edna Valley, where he plans to retire some day.

He and his wife, Cheryl (who once worked at Cal Poly), visit the Central Coast often, never missing dinner at the Mission Grill in downtown San Luis Obispo – a filet with a nice bottle of San Luis Obispo County red wine.

It is not only the great food that draws them to the restaurant – it's owned by Swanson's mother, Rosemary Cameron, and his sister, Olivia Faries, whose son, Sean Faries, is the general manager. Ryan Faries, Swanson's other nephew, is a Cal Poly senior in materials engineering. Swanson's niece, Lauren Faries, plans to attend Cal Poly after graduating from junior college.

'Bill's extraordinary professional achievements make us extremely proud to call him one of our own and have earned him the distinction of College of Engineering Honored Alum. Moreover, we're grateful for Bill's service as a member of our Centennial Campaign Committee and longtime member of the Dean's Advisory Council. His strong support of our "project-based learning" paradigm has resulted in a very productive collaborative relationship with Raytheon and, over the years, dozens of sponsored student and faculty projects.'

Peter Y. Lee • Dean, College of Engineering



Stars in Their Eyes

Liberal Arts alums make it
in Hollywood – and beyond

Story & Photos
by Leah Kolt

THE MARKET VALUE of a liberal arts education can be measured by the success of its alumni. Four College of Liberal Arts graduates have parlayed their Cal Poly diplomas into news and entertainment media careers they wouldn't trade for anything.

"As you can see from the careers of these alumni," says Dean Harry Hellenbrand, "liberal arts graduates are trained to be flexible and self-reliant. What career worth its weight in salt does not want people who can think critically, write and speak well, and understand what makes people tick?"



KEVIN FALLS

★★ (JOUR '78) ★★

Former "West Wing" executive co-producer Kevin Falls was "so intimidated" by his Reporting 2 course during his sophomore year at Cal Poly that he dropped the class and applied to another state university.

Professor Jim Hayes had a habit of "dissecting" student stories in the classroom. "Even though he covered up your name, it was still hard to watch your story projected onto the wall with varicose veins of red ink all over it," Falls remembers.

But the transfer never took place, as Falls fell in love . . . with both a woman and with Cal Poly. He even

took Reporting 2 again, this time realizing that Hayes was "a tough but a brilliant writer" who taught him not just writing, but professional courtesy. "It was definitely a learn-by-doing thing," he says.

After graduation, Falls took a job as a newspaper reporter. But one day, he drove to the top of See Canyon and looked at "those wonderful clouds over the Seven Sisters at sundown."

A "seminal moment" in his life occurred then. "I realized I didn't want to be a reporter. I wanted to write for television or film," he says. "My father had been in civic theater and my granddad directed light opera in Oakland. So I was always curious about the theater."

It was a tough choice but one that paid off relatively quickly. After authoring his first screenplay, Falls received an offer from Disney, which led to writing "The Temp," starring Faye Dunaway, Lara Flynn Boyle and Oliver Platt.

This success led to "the break of a lifetime," writing and co-producing for television on the 1999 series "Sports Night." Then, as success followed success, "West Wing" chief writer Aaron Sorkin invited Falls to join that show.

"Aaron did the bulk of the writing, but we each got to write a couple of scripts a year. He really elevated my game. When he left 'West Wing,' that solidified my decision to try something different," Falls says.

His next move was to write a pilot for a new series. "I was really proud of it, but the same day I heard that it wasn't going to happen, I got the call to work on a new show," he says.

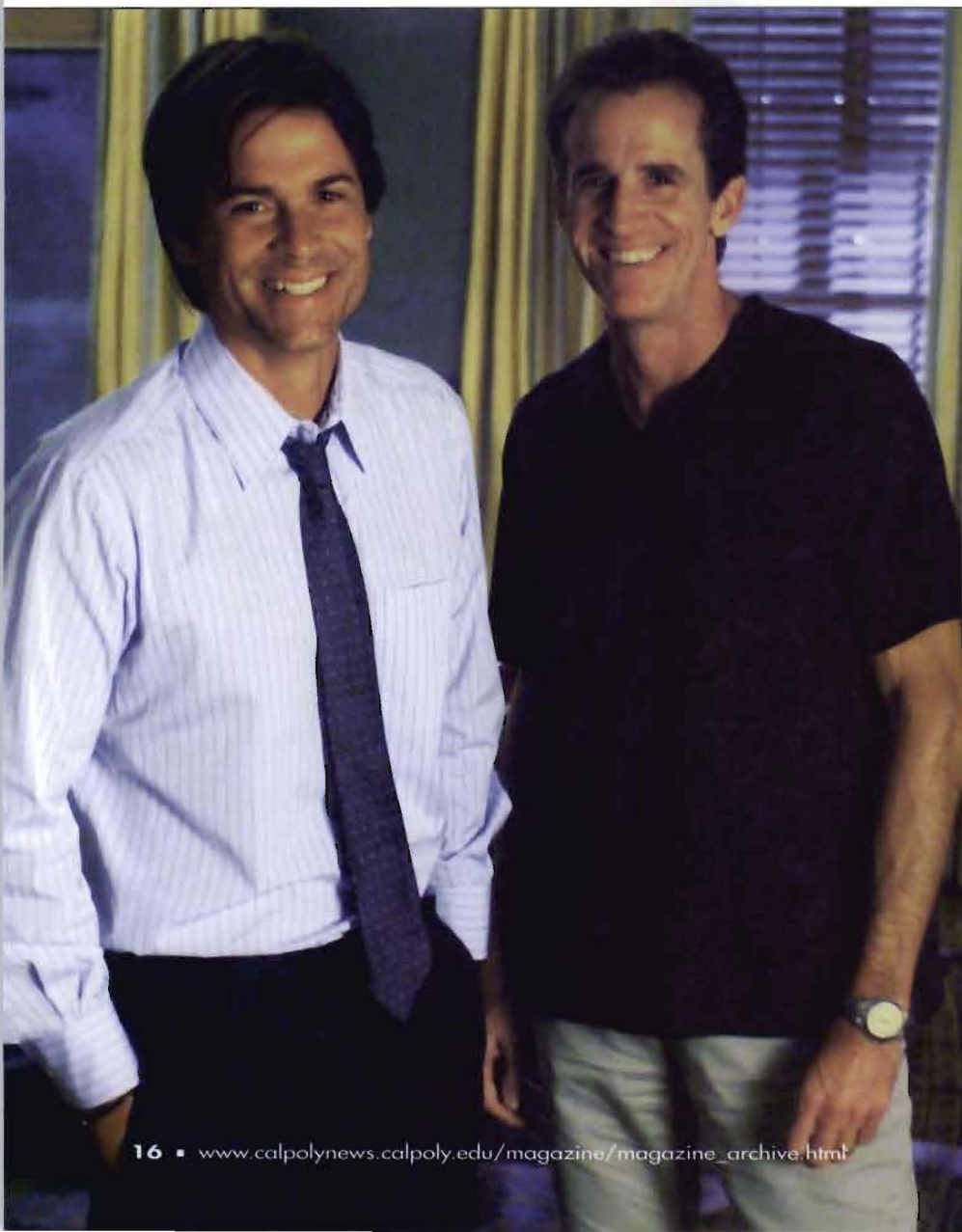
So Falls was off to Fox Studios, which was producing a show "about an idealistic young lawyer working in a legal clinic." In "The Lyon's Den," the main character – played by Rob Lowe – is somehow lured or leveraged into working for a big legal firm. Each week the episode solves some law-related story, but the greater mystery of why the character left the clinic remains unknown, Falls explains.

What advice does Falls have for students who hope to follow in his footsteps?

"Start out in journalism. First, there's such a paucity of good reporters," he says. "But also, journalism forces clarity and excluding the unnecessary. These abilities are key to writing for visual media, where the story has to move and the dialog has to be quick."

Screenwriter and producer Kevin Falls (right) with Rob Lowe, star of "The Lyon's Den."

Photo courtesy Fox Studios





Screenwriter, producer and director Jim Kouf

JIM KOUF

★ ★ (ENGLISH '74) ★ ★

Majoring in English and minoring in history – coupled with a mind that “works in movie mode” – helped Jim Kouf write his way to the Top 10 Movies list, not once but twice, with “Rush Hour” and “Stakeout.”

He is also the author and/or producer of scores of TV shows and other films, from “Con Air” to “White Fang.”

It was a class he took at Cal Poly that helped him realize his writing talent. “One of my favorite Cal Poly professors was Elizabeth B. Anderson in English, who taught playwriting, which is how I discovered I could do this in the first place. I did okay in fiction and non-fiction. But when I got to playwriting, it focused me completely in that direction,” Kouf says.

He also enjoyed the courses taught by the history department professors, especially Dan Kreiger. “I must have taken five or six courses under him. Now I incorporate history a lot in my writing,” he says.

In fact, as a writer, Kouf says he has used just about everything he

learned at Cal Poly, even logic.

“When you write, you have to be able to figure out the logic of the situation. A lot of people hated logic class,” he recalls, “but I thought it was fun.”

There wasn’t much Kouf didn’t like about his college years. “The whole thing was such a great experience. I lived in Baywood Park, Shell Beach and in town. I always had roommates with boats and other good toys,” he says. “I try now to take my four kids up there once a year. We like to go hiking at Montaña de Oro.”

How did Kouf break into the entertainment media industry? “I grew up in Burbank and have been trying to get out of town my whole life. I really thought I was going to New York to be a playwright, but I just didn’t have the money at the time,” he says.

So he went back to Los Angeles. He drove a truck. He sold paint. And after three years, he started making it as a writer for a series of low-budget films.

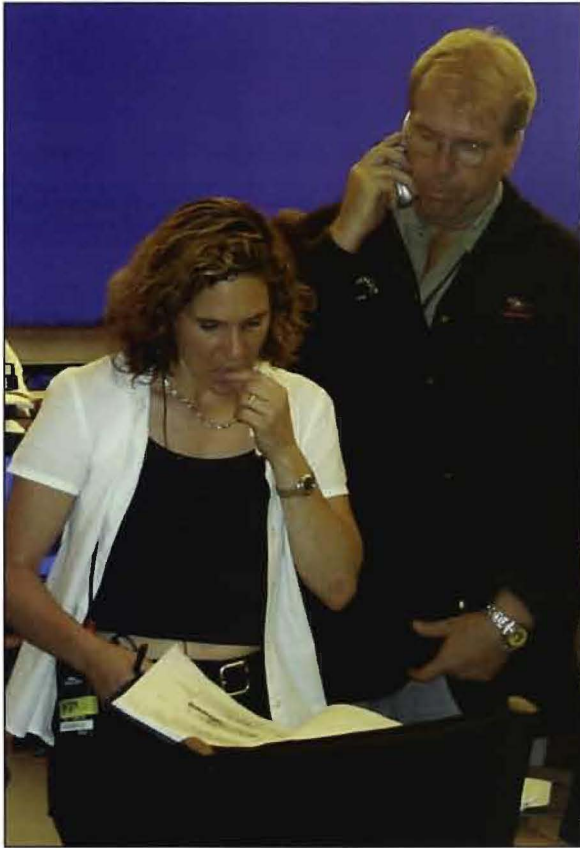
Writing is the best way to get into the entertainment media, in Kouf’s opinion. You can have “almost instant access” if you can

write well. You don’t need to make a big investment, “just paper, pencil and an imagination.”

He does acknowledge that it is a challenge for even talented new writers to get their work read. “Go in the side door to an agent, through somebody like me,” he advises. “Or come to Hollywood and start hanging around. Take a job as a production assistant, whatever you can get.”

On the topic of writing versus producing or directing, Kouf points out that writers have very little control over their work unless they produce and direct, too. He has produced and directed – even acted once. “But if you produce, you have to raise the money. So I do a lot of work for hire. Writing is really my preference. I only do the other things to keep some control or exert influence,” he says.

Kouf is considering teaching screenwriting at some point. “If I teach screenwriting, I will include how to sell yourself and your story. What you tell ... leave behind ... how to present it all. Lots of good writers have a hard time with this aspect of the business,” he says.



Lisa Satriano with "Spider-Man 2" producer Joe Caracciolo

Below, a scene from the first "Spider-Man" movie
 Courtesy Columbia Pictures Industries, Inc. ©2003



LISA SATRIANO

★ ★ (ART '89) ★ ★

Pacing the set at Sony Pictures Entertainment studios, Lisa Satriano talks intently into her cell phone about such things as grips, cranes and platforms. "Spider-Man 2" is definitely an action film.

A first assistant director, Satriano has a great deal of experience with the rigors of the action genre, including shooting a 10-camera chase scene in downtown L.A. "We kept the locals awake, I'm afraid," she recalls. "They responded by throwing things like bottles. Someone even threw a statue at us!"

Not the future she envisioned initially, when she planned to study sports medicine. "But then I got interested in film," she says. "Since there wasn't a video program at Cal Poly then, I concentrated on photography, which turned out to be a great background for film."

Already savvy about lighting and composition when she went to

graduate school for a filmmaking degree, she was able to hit the ground shooting. While the other students were still trying to figure out f-stops, she was interning on the hit TV show "Knot's Landing."

Satriano's big break came when she worked as production assistant for two movies of the week, directed by the same people who later directed the movie "The Babe," starring John Goodman and Kelly McGillis. The director was Arthur Hiller, who was also president of the Director's Guild of America. "He was my mentor and advisor, reviewing my work and giving me pointers. I got into the director's guild on "The Babe," she says.

Satriano continued racing up the learning curve, studying other directors such as Tom Hanks. When Hanks directed his first movie, "That Thing You Do," she was there as second assistant director. New to the director's chair himself, Hanks was "quite humble and actually solicited input," she says. As he listened to his crew, so did she.

Although Satriano's list of credits is long and impressive, the production closest to her heart is the independent film "The Setting Son." A winner of three film festival awards, the movie is also doing well in foreign distribution.

The star is a friend of hers who had Hodgkin's disease. "What he wanted to do more than anything was make a movie," she explains. "So when he inherited \$100,000 from his granny, we did it. The storyline is about an Olympic sailor who goes back to help his brother, who has a life-threatening illness."

It's lunch break on the "Spider-Man 2" set, but Satriano's cell phone rings again. This time she discusses a "shoot out." No, not a gunfight – just filming all of Doc Ock's scenes first, so that actor Alfred Molina can work on another movie. "Happens all the time now. We shot Kirsten Dunst out at the beginning of this movie, so she could start another movie," Satriano explains. The action never stops.

STEFFAN TUBBS

★ ★ (JOUR '92) ★ ★

When Steffan Tubbs first visited ABC's Prospect Studios lot in Los Angeles, he had no idea he would work there one day.

At that point he was a Cal Poly student interviewing for an Associated Press scholarship. Now he is a national correspondent for ABC News.

Tubbs has covered such meaty stories as the Oklahoma City bombing and the September 11th tragedy in New York City. His

assignments have included the 2002 Winter Games, the World Series and Super Bowls. Currently, he is reporting on the Laci Peterson and Kobe Bryant cases.

On the road 83 days in 2002, travel "sometimes seems constant." One of his favorite stories, though, he found closer to home.

For two years Tubbs had been trying to profile Del Mar announcer Trevor Denman, a racetrack legend. As luck would have it, the story finally aired just two days before the movie "Seabiscuit" premiered this past summer, winning his

mini-documentary a whopping six minutes on ABC's "World News Now."

"The main thing I like about my job is I never know what I'm going to see next," Tubbs says. "The most fun I've had on a story was when Mark McGuire was in pursuit of Roger Maris's record in 1998."

He also enjoyed the 2002 World Series in Anaheim, when he and fellow Cal Poly journalism grad David Voros met up with Cal Poly alum and baseball legend Ozzie Smith.

While at Cal Poly, Tubbs recalls that his greatest challenge was persuading the campus radio station to do newscasts. On the other hand, he also found a lifelong mentor on campus in the late Herb Kamm – veteran journalist, teacher and *Mustang Daily* advisor.

"He meant the world to me. He was my inspiration in college and throughout my career. Even as recently as last year, I was calling him from Jerusalem," said Tubbs, who delivered a eulogy at Kamm's memorial service last year.

A Stanford Media Fellow himself, Tubbs enjoys keeping the Kamm tradition alive, returning to campus to mentor those journalism students he considers to be "diamonds in the rough." He tells them, "I really believe in everything I say and I am passionate about my job. If you are not passionate, you're not in the right business."

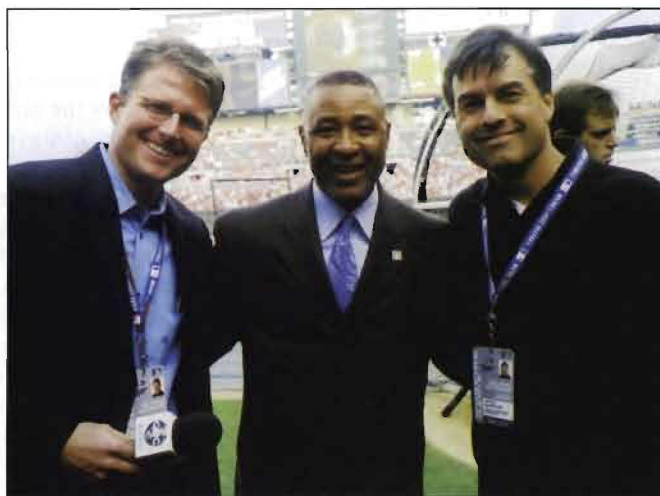
He also advises students to study the broad spectrum of journalistic skills. "You have to be able to do it all – radio, television, even the Web. When I'm out in the field talking on the phone to a director, it's not just on TV or radio. It's also being posted as breaking news on *ABCNews.com*," he explains.

Future plans include covering the summer Olympics in Greece in 2004. "I'm also working on a master's in humanities, history, at Cal State Dominguez Hills," he says, "but my grand plan is to retire in SLO."

Steffan Tubbs (left) with baseball legend Ozzie Smith and another Cal Poly alum, David Voros

Courtesy ABC News

The ABC News correspondent in his studio office (below)



U.S. News Rates Cal Poly #1 in Category for 11th Straight Year

For the 11th year in a row, Cal Poly has been rated the best public, largely undergraduate university in the West by *U.S. News & World Report* in its 2004 *America's Best Colleges* guidebook.

The university retained its No. 5 position overall in the magazine's list of the West's best public and private universities that provide a full range of undergraduate and master's-level programs but few, if any, doctoral programs.

Also earning a top spot in the magazine's "Best Undergraduate Engineering Programs" – for schools whose highest degree is a bachelor's or master's – is Cal Poly's College of Engineering, rated the No. 3 program at a public school, behind only the U.S. Military Academy and the U.S. Naval Academy.

A number of College of Engineering programs also ranked high in the "Best Undergraduate Engineering Programs" individual specialty categories. The computer, electrical, industrial/manufacturing, and mechanical programs were each ranked as the top program at a public university in their respective specialty categories, and the civil engineering program was the No. 2 ranked program at a public university in its category.

"It is extremely gratifying to garner such national recognition for 11 consecutive years," said Cal Poly President Warren J. Baker.

"It reflects the university's tradition of excellence, its strong focus on undergraduate education and its dedicated faculty, and confirms the value of the unique polytechnic educational experience."

President Baker Joins Leadership of National University Association

Cal Poly President Warren J. Baker has been appointed to the board of the National Association of State Universities and Land-Grant Colleges (NASULGC) and will serve as the leader of the association's



Warren J. Baker

Commission on Information Technologies.

Founded in 1887, the NASULGC is the nation's oldest higher education association.

Dedicated to supporting excellence in teaching, research and public service, the group's 215 members include public universities, land-grant institutions and many of the nation's public university systems located in all 50 states, the U.S. territories and the District of Columbia.

The information technology commission is one of the NASULGC's six key policy-forming units. Created to

identify and develop policy positions and advisory assessments on information technology and related issues, it is committed to serving as a strong voice for public higher education by actively participating in federal initiatives relating to the development of the national information infrastructure and other information-technology policy issues.

Baker said he has a keen interest in the commission's work. "At Cal Poly we are currently exploring the wealth of options brought to our campus by the arrival of Internet2 and other information technology expansions," he said. "We've seen rapid changes in how technology can be used in the classroom, in libraries, in research by faculty and students, and in the workplace. Public universities need to continue their efforts to apply new information technology to support teaching, learning and research, to strengthen education, and to extend the boundaries of knowledge and understanding."

More information on the NASULGC and its Commission on Information Technologies can be found on the association's Web site at www.nasulgc.org.

Cal Poly's University Center for Teacher Education Joins UCSB's Gevirtz Graduate School To Offer First Cal Poly Doctorate

Cal Poly's University Center for Teacher Education (UCTE) and UC Santa Barbara's Gevirtz Graduate School of Education have joined to offer a field-based doctoral program in educational leadership.

The doctoral program is Cal Poly's first, and the first offered jointly by both universities. Director Jim Gentilucci, a UCTE faculty member, said the venture offers access to an affordable, practice-oriented doctoral degree program that trains working professionals to be leaders of rural to mid-sized school districts.

"The program is built upon a tripartite relationship among the two universities, local K-12 school districts and community colleges,"

Gentilucci said. "It is designed to prepare and support educational leaders in scholarly research, using data to inform decisions, critically examine current educational approaches and implement effective practices to improve student achievement and organizational productivity."

The new program takes advantage of the strengths of both universities to provide innovative features, including a focus on non-urban schools, a fixed time to degree, research in professional development districts and annual dissemination of student research findings at summer institutes.

For details, visit www.education.ucsb.edu/jointdoc/ or call Gentilucci at 805/756-5373.

'Smart Growth' Expert To Lead Top-Rated College of Architecture and Environmental Design

An architect who for the last two years has been helping lead California's efforts in affordable housing, sustainable development and land-use reform has been named the new dean of Cal Poly's College of Architecture and Environmental Design (CAED) by President Warren J. Baker.

R. Thomas Jones has 34 years' experience in architecture, planning, housing development, public policy and education. As director of the California Futures Network, he worked closely with the legislature and governor's office in coordinating a statewide partnership of 91 environmental, business, labor, social justice, housing, transportation and open-space organizations targeting more-sustainable development patterns.

"It's a distinct pleasure to name Tom Jones to this essential position," Baker said. "He is bringing to Cal Poly not only his long experience as an architect, but also decades of involvement at both the state and national levels in important community issues. The College of Architecture and Environmental Design is gaining a dean with exceptional credentials, and we in the campus and local communities will gain the talent of an individual with rare experience in the public-policy debate over land use, housing and other major issues."

Previously, Jones served as a Bay-Area and national representative on smart growth and affordable housing issues for the San Francisco regional headquarters of the U.S. Department of Housing and Urban Development, and was involved in the Partnership for Regional Livability initiative directed by the U.S. Vice President's Office. He served with San Francisco's Asian Neighborhood Design organization, first as director of architecture and planning and later as director of community planning and development, designing or developing more than 800 units of housing, and



New CAED dean
R. Thomas Jones
Photo by
Bob Anderson

garnering various AIA, APA and other design awards.

As San Francisco Mayor Art Agnos's architecture and urban planning representative from 1988 to 1992, Jones authored the city's first Affordable Housing Action Plan and then managed the plan's implementation. He also co-authored the book, *Good Neighbors: Affordable Family Housing*.

In 1998 *San Francisco Magazine* chose Jones as Architect of the Year for his work in affordable housing and community development.

During the past decade, Jones developed a working relationship with Cal Poly professors and students as a frequent guest lecturer and project reviewer for the CAED's San Francisco Urban Program.

Now, as the college's new dean, his vision for the future builds on his

own background and the CAED's longstanding learn-by-doing tradition. The latter includes the continued development of Poly Canyon's experimental structures by interdisciplinary student teams, many of whom have earned Cal Poly's architecture program the ranking of "Best in the West" and No. 2 in the nation (second only to Harvard's) in the "Best Architecture Schools for 2003" survey published by the journal *DesignIntelligence*.

This year the college will celebrate several milestones, including the 40th anniversary of the Architecture Department and 40 years of inspiring students to test their ideas by building their dreams in Poly Canyon. At Homecoming (Oct. 31-Nov. 2), the CAED will host "virtual tours" of Poly Canyon in the CAED Gallery, Building 5, Room 105.

Extra Credit

CAL POLY

• According to U.S. Department of Education data, **Cal Poly is among the "Top 100"** colleges and universities cited in ***Black Issues in Higher Education*** that conferred the most bachelor's degrees on minority students in 2001-2002. In rankings for awarding bachelor's degrees in specific disciplines, Cal Poly was sixth in engineering.

• The **Christopher Reeve Paralysis Foundation** awarded the **Cal Poly Foundation** and Kinesiology Professor **Kevin Taylor** a **\$10,780 Quality of Life Grant** to develop a "solo quad-conversion" project. As part of Cal Poly's Adapted Paddling Program, Taylor and Mechanical Engineering Professor **Frank Owen** and their students will modify a canoe and kayak for individuals with quadriplegia to use "sip and puff" controls.

• At the inaugural Cal Poly Entrepreneurial Leadership Awards ceremony, Congresswoman Lois Capps presented a **Certificate of Special Congressional Recognition** to the **Orfalea College of Business** for its "outstanding and invaluable service to the community" in creating the awards. Students in a "Profiles in Entrepreneurship" course taught by Business Professor William Pendergast researched local companies and organized the awards for 12 Central Coast entrepreneurs.

• A **Cal Poly elementary schools art education outreach** program has received national recognition and will become a partner in a three-year program to assess the influence of the arts on the academic achievement of 818 students from third through fifth grade.

Alumnus "Hoot" Gibson Named to Astronaut Hall of Fame

Cal Poly alum Robert "Hoot" Gibson (AERO '69) was recently named to the U.S. Astronaut Hall of Fame at the Kennedy Space Center in Florida.

The U.S. Astronaut Hall of Fame and U.S. Space Camp Training Center is operated by the Mercury Seven Foundation and the U.S. Space Camp Foundation. It opened in 1990, and features personal mementos and equipment donated by the Mercury and Gemini astronauts. The Astronaut Hall of Fame showcases each of the seven Mercury astronauts and 13 Gemini astronauts, features an honor roll of all astronauts who have flown missions, and devotes a section to flights that followed the Mercury and Gemini missions.

Gibson was named to the Hall of Fame in a June 21 ceremony along with Daniel Brandenstein, Story Musgrave and Sally Ride (the first American woman in space).

Earlier this year, Gibson delivered the keynote address at the annual CSU Alumni Legislative Day

in Sacramento. He was selected to speak in recognition of his distinguished career, national service and commitment to higher education.

His aerospace engineering education at Cal Poly enabled him to later design and build a new airplane which set a world altitude record. During the Vietnam conflict he flew Navy fighter jets and provided air cover for the evacuation of Saigon.

His first NASA flight was in 1984 on the 10th space shuttle launch. His final mission came in 1995, when he served as commander at the first docking with the Russian space station Mir.

"There I was, a former American fighter pilot, opening the hatch and offering my hand to a former Russian MiG pilot," said Gibson. "It has been suggested that this gesture of cooperation between the United States and the Soviet Union marked the end of the Cold War.

"So," he smiled, "I tell people that it was my Cal Poly education that prepared me to go out and help end the Cold War."



Gibson (far left) and crew

Photo courtesy NASA

Extra Credit

- Horticulture and Crop Science Department Head **Jennifer Ryder Fox** and three colleagues received **The Presidential Green Chemistry Challenge Award** from the Environmental Protection Agency for developing Serenade, a biofungicide that combats crop mildew but is harmless to beneficial insects and can be used in organic and traditional farming.
- Associate Engineering Dean **Paul E. Rainey** was named a **Fellow Member of the American Society for Engineering Education** and recognized for outstanding contributions to the society. "Because the ASEE allows engineering educators from all over the country to share ideas on current teaching methods and learn about new equipment," said Rainey, "the work of the society fits in perfectly with what we do here at Cal Poly."
- **The California State Grange Association** named a scholarship in honor of recently retired Cal Poly Agricultural Education and Communication Professor **Joe Sabol**. Sabol served as director of outreach for the College of Agriculture, developed the National Agricultural Ambassadors Conference to convene students from 45 universities in 20 states, and helped build international agricultural programs in Mexico, Nigeria and Costa Rica. **UC Davis** recognized his efforts with its **2002 Award of Distinction**.
- Horticulture and Crop Science Professor **Virginia Walter** has been named a **National Fellow** by the national floriculture scholastic society, **Pi Alpha Xi (PAX)**. Walter coached student flower judging teams to national championships in 1993, 1994, 1995, 1999, 2000, 2002 and 2003.



Keynote speaker Robert Reich (center) with International Career Conference participants
Photo courtesy Orfalea College of Business

Former Labor Secretary Robert Reich Gives Keynote Talk at 2003 Career Conference

Robert Reich, U.S. secretary of labor during President Clinton's first term in office, was the keynote speaker at Cal Poly's Orfalea College of Business 2003 International Career Conference.

After introductions by ICC Executive Director Whitney Market and Orfalea College of Business Associate Dean Doug Cerf, Reich spoke about international business and how the ever-changing external environment affects people's lives and careers.

After Reich's speech, attendees were given the opportunity to attend two of eight offered workshops, including Women in International Business, Surviving the Corporate Jungle, Market-Driven Conservation, Technology as a Force in International Business, Entrepreneurs Go Global, Doing Business in Latin America, Expatriation and Cultural

Adaptation, and Building a Global Brand.

Approximately 35 companies were represented during the recruiting session that followed, including Dioptics, Lockheed Martin, Marques Brothers International, NASA, Northrop Grumman Corporation, E&G Gallo, Enterprise Rent-A-Car, FBI, 7-Eleven, Smuckers, and Wallace.

A record number of participants – 400 – attended this year's International Career Conference. Many of these were students from Cal Poly, but the public and students from California and as far away as Arizona and Missouri also registered.

For more information about next year's International Career Conference, contact Chris Carr at 805/756-2657 or ccarr@calpoly.edu. The International Career Conference Web site is www.icc.calpoly.edu.

Imagination Takes Wing in Aerospace Engineering Classes

'Ultimately what separated the Wrights from their more illustrious rivals was their particular aptitude for learning how to do a difficult thing.'

— from *To Conquer the Air: The Wright Brothers and the Great Race for Flight*

One hundred years after the Wright Brothers soared over the North Carolina sand dunes in a powered flying machine, 13 Cal Poly aerospace engineering students are sharing the same spirit of discovery by building an aircraft of their own.

The students are enrolled in AERO 565 and 571, courses funded by \$15,000 from student academic fees. The courses focus on the construction of an RAV-7 single-engine airplane in a shop near the San Luis Obispo airport. Unlike the Wrights, who flew their wooden, cloth-covered aircraft up to 852 feet on December 17, 1903, the students' plane, made of state-of-the-art metals and plastic composites, will never get off the ground.

"To get the course started, we had to state it was strictly 'not for flight,'" says AERO Chair Dan Biezdard. "The plan is to have at least one formal class section per year, with students working year-round on senior projects related to the aircraft."

Biezdard, who says the RAV-7 may never be finished, adds, "The class was offered at student request to provide a 'hands-on' experience in the best tradition of the Aerospace Engineering Department."

This is not the first time Cal Poly students have emulated the Wrights. Students built a six-passenger replica of Charles Lindbergh's Spirit of St. Louis in 1928, only a year after the Cal Poly Aeronautical Engineering Department took flight. It was believed to be the first aircraft ever constructed by students in the United States.

— Dennis Steers
College of Engineering

Extra Credit

• Dairy Science Professors **Rafael Jimenez-Flores** and **Ed Jaster** were honored at the American Dairy Science Association's 2003 Annual Meeting. Jimenez-Flores won the **2003 Milk Industry Teaching Award** for his classroom teaching, his coaching of university dairy products judging teams and his mentoring of senior undergraduate students and their research projects. **Jaster**, nationally known for his research in dairy cattle nutrition, was elected **National Advisor to the Student Affiliate Division of ADSA**.

• The American Society of Agricultural Engineers presented Cal Poly professor emeritus **John L. Merriam** with the **2003 Kishida International Award** for his contributions to the irrigation industry, with special recognition for his work with developing nations, including designing and supervising construction of flexible supply pipeline demonstrations and production projects in Sri Lanka, India, Pakistan and Egypt. Merriam and his family established a variety of irrigation management and education endowments and founded the Merriam Irrigation Education Foundation.

STUDENTS

• **Anthony L. DeFont**, a Cal Poly mechanical engineering student, is among six students who received **The California State University's 2003-2004 William R. Hearst/CSU Trustees' Award for Outstanding Achievement**. Selection for the award is based on financial need, superior academic performance, outstanding volunteer service and the character to overcome profound personal challenges.

• **Jesse Segura** won the **National Intercollegiate Rodeo Association's 2003 National All-Around Cowboy** title during the June finals in Casper,

Wyo. He was awarded a \$6,500 scholarship and a \$35,000 sponsorship for competition next year on the Professional Rodeo Cowboy Association circuit. He was one of 12 Cal Poly Rodeo Team members to make the final competition.

• **Graphic Communication students** won six out of seven prizes in the **2003 Bookbuilders West book design competition** in San Francisco. Awards were given based on layout, typography and cover designs of a classic book. Industry professionals judged entries on creativity, success in meeting design objectives, and presentation.

• **A Cal Poly team of four students** took third place in **Walt Disney Imagineering's 2003 Imagine Nations Design Competition**. The group was one of only four student teams from around the world selected to make a final presentation of their creative proposal for a "cutting-edge entertainment center" and "state-of-the-art musical extravaganza" on San Francisco Bay. The Cal Poly competitors each received a \$1,000 prize, and their proposal is now on display at Disney Imagineering headquarters in Burbank.

• **A team of Cal Poly engineering students** drove off with two awards from **Future-Truck 2003**, a national student competition sponsored by the Ford Motor Co. Competing against 14 other university teams, Cal Poly won second place and \$750 in the category **Most Innovative Use of Virtual Instrumentation** and was named **Most Improved Team**.

Cal Poly Presents Seventh Annual President's Diversity Awards

The annual President's Diversity Awards recognize contributions to creating and supporting campus diversity. At this year's ceremony, President Warren J. Baker commented that the growing number and quality of nominations signify Cal Poly's increasing commitment to diversity.

Through the continued good work of the University Diversity Enhancement Council, chaired by College of Liberal Arts Dean Harry Hellenbrand, diversity issues are assuming a place of growing prominence in the university's ongoing conversation about goals and values, Baker said.

Two winners share this year's award, which includes \$1,000 for each program:

- Connections for Academic Success, a program that has partnered with colleges, Admissions and the University Diversity Enhancement Council to advise and help retain hundreds of diverse students

- The Minority International Research Access Program, which has brought over \$1.1 million to campus



Cal Poly President Warren J. Baker presents the President's Diversity Award plaque to Donna Davis, coordinator of the Connections for Academic Success program.

Photo by Jeff Greene

to underwrite the international research experience of 10 students annually

The outstanding contributions of these two programs will be memorialized on a perpetual plaque that honors their contributions and those of past and future awardees.

Cal Poly College of Agriculture, Canada's University of Guelph Establish Agricultural Exchange Program

Cal Poly's College of Agriculture and the Ontario Agricultural College of the University of Guelph in Canada have teamed up to offer an exchange program for students and faculty.

The University of Guelph is the premier agricultural research university of Canada, said Cal Poly Agribusiness Professor Wayne Howard, who taught there for 12 years. The historic university outside Toronto was originally founded as an agricultural college in 1874, and includes a school of veterinary medicine.

Beginning this fall, up to six students per term from each campus can participate in the exchange, taking courses for credit toward their degrees. The universities are also participating in a faculty exchange program for agriculture professors.

The exchange program will strengthen agricultural programs at

both colleges, said Howard. Cal Poly students can take any Guelph courses, including organic agriculture and food science – two areas in which the University of Guelph is a North American leader – and students from Guelph will be able to take advantage of Cal Poly's strong programs in agribusiness management, dairy management, irrigation and pest management, and viticulture.

Cal Poly's Landscape Architecture Department in the College of Architecture and Environmental Design already has an exchange program with Guelph's Ontario Agricultural College.

For more information about Guelph and Cal Poly, visit www.uoguelph.ca or www.calpoly.edu, or contact Wayne Howard at whoward@calpoly.edu.

Extra Credit

FACULTY

- Landscape architecture lecturer **Joseph Ragsdale** was named one of 31 winners of the **107th annual Rome Prize Competition** of the American Academy in Rome. He won the prestigious design and arts award for a proposal to study the relationship between the material surfaces that make up the city of Rome and the "source landscapes" of those materials – industrial sites, quarries and working communities.

- Spring commencement ceremonies honored three Cal Poly professors with the **Distinguished Teaching Award**, the university's highest teaching honor. Biological Sciences Professor **Alvin De Jong**, Speech Communication Professor **Bernard Duffy**, and Materials Engineering Department Chair **Linda Vanasupa** were commended for exceeding students' expectations and building confidence with challenging courses and caring attitudes.

- Accounting Professor **Jack Robison** was selected to receive the **2003 Faculty Advisor Award** for outstanding achievement by a faculty member in the area of student advising.

- Construction Management Professor **Barry Jones** has been named a **Fellow** in the **American Society of Civil Engineers** and the **United Kingdom's Chartered Institute of Building**. He was also admitted to the **Americas Registry of Outstanding Professionals**.

- Agribusiness Professor **David Schaffner** has been appointed to the **National Food and Agribusiness Management Education Commission**, created by the U.S. Department of Agriculture to conduct a comprehensive review of food and agribusiness management programs, examine the human resource needs of agribusiness, and propose recommendations to aid colleges and universities in meeting the changing needs of the marketplace.

Alumni

News



Homecoming Reunions Celebrate 50th, 25th Anniversaries

Class of 1953

Where were you in 1953?

If the answer is, "Graduating from Cal Poly," the Cal Poly Alumni Association invites you to come back to Cal Poly during Homecoming 2003 for your 50th Class Reunion Oct. 31-Nov. 2. Reconnect with fellow classmates, visit the campus to see what's changed, enjoy a reunion dinner at the Madonna Inn, share stories and have a great time.

Contact 1953 Reunion Coordinator Amber Kidd at 888/CAL-POLY or e-mail her at akidd@calpoly.edu.

Check the Homecoming 2003 Web site at www.homecoming.calpoly.edu for more details.

Class of 1978

1978 was a year to remember. And the Alumni Association would like to make 2003 another year for all '78 graduates to remember as you celebrate your 25-Year Silver Anniversary Reunion Oct. 31-Nov. 2 with a special wine and hors d'oeuvre reception planned exclusively for Class of 1978 grads and their guests at 8 p.m. Saturday, Nov. 1.

Visit www.homecoming.calpoly.edu for details, or call Amber Kidd at 888/CAL-POLY or e-mail her at akidd@calpoly.edu.



2002 Homecoming participants parade through downtown San Luis Obispo.

Photo by Tim Garcia

Homecoming 2003

The Spirit of Cal Poly

Homecoming 2003 will take place this year Friday, Oct. 31, through Sunday, Nov. 2.

Take this opportunity to return to Cal Poly and San Luis Obispo, celebrate with old friends and meet fellow alumni. Enjoy the Homecoming Parade and the Mustang Corral Tailgate BBQ and Wine Tasting, and cheer on the Mustangs as they take the field against Southern Utah.



If you are a graduate of the Class of 1953 or 1978, the Alumni Association has special plans for you! The Class of 1953 will celebrate its Golden Anniversary Reunion and the Class of 1978 will celebrate its Silver Anniversary Reunion.

A quick overview of the weekend's schedule includes:

Oct. 31 (Friday)

- Class of 1953 Reunion events begin with a welcome breakfast at 8 a.m., followed by college-hosted tours and activities, lunch, a campus tour and the Class of 1953 Reunion Dinner at the Madonna Inn.
- Parents' Weekend activities begin.
- The Honored Alumni Banquet is set for 6 p.m. in Chumash Auditorium.

Nov. 1 (Saturday)

- The Homecoming Parade is at 10 a.m.
- The Mustang Corral Tailgate BBQ and Wine Tasting is scheduled for 1 p.m.
- The Class of 1953 Reunion and Parents' Weekend Activities continue.
- Kickoff for the Homecoming football game (Mustangs vs. Southern Utah Thunderbirds) is at 4 p.m.
- The Class of 1978 Wine & Hors d'oeuvre Reception will be at 8 p.m.

Nov. 2 (Sunday)

- The All-Alumni Breakfast is set for 8:30 a.m. in Chumash Auditorium.

Visit www.homecoming.calpoly.edu for more information on events, times, locations or to register online.

College of Engineering Alums Get Private Look at Predator

Last March, 120 alumni from the College of Engineering enjoyed a special treat: a reception and private tour of General Atomics Aeronautical Systems Inc.'s Predator facility in Rancho Bernardo, Calif.

"We had attendees from as far away as Ventura and everyone was enthusiastic," said Conrad Young (ME '66), one of the principal organizers of the event. "We not only got a firsthand look at some amazing aircraft, but we also had the opportunity to see a very sophisticated and totally integrated engineering production system that uses a whole spectrum of disciplines. General Atomics was very gracious – you could tell the pride they have in their work."

General Atomics, which hosted the event, designs and produces unmanned aircraft systems, including the successful Predator, currently providing tactical and strategic intelligence to operational commanders worldwide. Among the company's newest projects are the larger Predator B and the high-altitude Altair aircraft.



The Predator aircraft

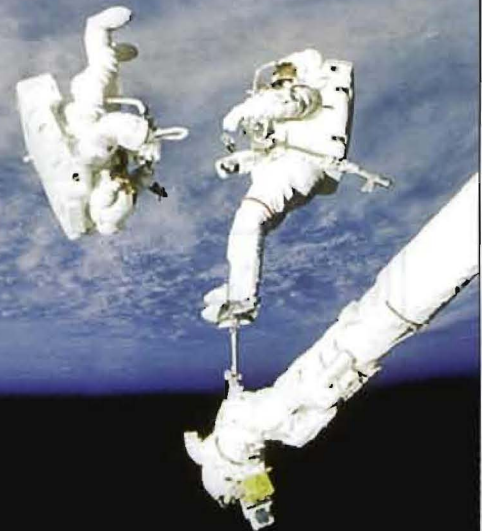
Photo courtesy General Atomics

"We enjoyed sharing the practical application of the field with the Cal Poly group," said Dave Alexander, the company's vice president for engineering. "And as a highly tech-driven enterprise, we like to keep in touch with hands-on schools. In fact, we always try to hire out of Cal Poly. In addition to the half dozen grads already working here, we just picked

up another six at the most recent Career Day."

Along with his corps of Cal Poly employees, Alexander also has a personal connection to the university: his son, Darren, is a third-year electrical engineering student and his daughter, Michelle, is an incoming freshman in materials engineering.

WE SEEM TO HAVE LOST TOUCH with some of our alumni, so we've launched a campaign to find them. As time passes and alumni move, get married, and change names or jobs, we sometimes lose track of them. We want to reel them back in, and we need your help. A complete list of lost alumni, arranged chronologically, then alphabetically by major, appears on our Web page. Please log on to <http://lostalumni.calpoly.edu> and take a moment to look over the list. If you see a name you recognize, and you know how we can get back in touch with that person, please fill out and submit the online Lost Alumni Information form, or ask the alum to do so. We'd search the universe to find all our alumni, but we hope, with your help, that won't be necessary. Thanks for helping us stay connected.



STAY CONNECTED



*Incoming students
and their
parents picnic in
Rohnert Park.*

Photo courtesy the CPAA

Welcome, New Students!

For the sixth summer in a row, the Cal Poly Alumni Association coordinated with its regional chapters to host "New Student Welcome Events" for first-year and transfer students. The events give students an opportunity to learn about Cal Poly and meet fellow students and alumni from before they depart for San Luis Obispo. This year, the CPAA hosted more than 1,000 incoming students and their parents at 17 picnics across California and one in Idaho.

Alumni Directory To Be Released in December

The Cal Poly Alumni Association is wrapping up work on the 2003 alumni directory, scheduled for release in December.

The Association thanks all of you who took the time to respond, and to those who elected to be included. The directory will be an up-to-date reference for alumni to connect with former friends and classmates and serve as a keepsake for all alumni.

If you did not respond to the questionnaire, only your name, degree and graduation year will be listed.

We look forward to the completed edition, and thank you again.

Are You 'All But Senior Project'?

The Cal Poly Alumni Association and Cal Poly Continuing Education are interested in hearing from you to develop a program to help former Cal Poly students complete their senior projects.

This program could be right for you, or someone you know, if:

- You completed all your coursework with the exception of the senior project, and
- You left Cal Poly in good standing, with at least a 2.0 grade point average.

We need your feedback to design the right program for you!

To learn more, contact Rosey Parks at 1-888-CAL-POLY or rparks@calpoly.edu, or complete the "Senior Project Questionnaire" found online at www.alumni.calpoly.edu.



Mustang Merchants Can Save You Money

Just by being a member of the Cal Poly Alumni Association, you can save money in the San Luis Obispo area.

The Alumni Association has upgraded and renamed our 1998 program "Partners with Local Merchants" to "Mustang Merchants." The number of participating businesses has now more than doubled.

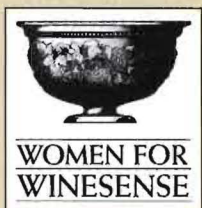
While shopping in the area, look for the "Mustang Merchant" decal in business windows. Simply showing your Alumni Association membership card prior to purchase entitles you to receive either a discount or special offer.

Local area businesses participating in the Mustang Merchant program are listed online at www.alumni.calpoly.edu.

Wine + Women = WineSense

A recent gift of nearly \$2,000 from the San Luis Obispo chapter of Women for WineSense put the final touch on the creation of a \$10,000 endowment to increase the wine studies resources at the Kennedy Library.

Dubbed Education for WineSense, the project brings together the Kennedy Library and the local chapter of Women



for WineSense in a collaboration that aims to increase the print, electronic and historical collections of wine resources at Cal Poly. In addition to

enhancing student learning and fostering faculty research, the information will also be made available to members of the local wine community.

"The gift from Women for WineSense will enable us to catalogue the unique history of the Central Coast wine industry through the collections of personal family papers, histories and other related material," says Vivian Steele, chair of the local chapter of the nonprofit, educational organization.

'The gift from Women for WineSense will enable us to catalogue the unique history of the Central Coast wine industry.'

— Vivian Steele,
San Luis Obispo chapter chair

The San Luis Obispo group was founded in January 1999 under the direction of Vicki Carroll, whose vision initiated the fundamental idea of Education for WineSense.

The national Women for WineSense group tracks key medical findings on wine, disseminates information on public policy issues, and sponsors wine tastings, viticulture seminars and national conferences.

Campaigning for a New CAED Building

A campaign for a new building for the College of Architecture and Environmental Design (CAED) has generated several commitments, including \$500,000 from a \$1 million pledge by alumnus Rob Rossi (ARCH '75). The largely state-funded building is scheduled to be built within the next few years.

The pledge from Rossi, a San Luis Obispo architect and developer, is the largest cash commitment ever to the college. The donation earmarks \$500,000 to help build and equip the new facility, \$250,000 to fund grants to students who have a special need or show exceptional talent, and \$100,000 to begin a program that would bring design professionals to campus and allow students to visit practitioners in the workplace.

Another \$100,000 from the Rossi gift will help endow a professorship in honor of George Hasslein, the college's founding dean who passed away in 2002, and \$50,000 will support the Cal Poly Scholars program, which helps attract the nation's top high school seniors.

In addition, Rossi's pledge includes \$15,000 to help finance a bronze sculpture of Hasslein, bringing the total gift to \$1,015,000.

"Much of what I learned at Cal Poly goes above and beyond what can be measured by a grade-point average," Rossi said. "Taking risks, working with a team, learning from mistakes and making the most of opportunities – those were among lessons I learned that have served me well, both professionally and personally."

Additional funding for the proposed new structure has been pledged by Detroit-based **Pulte Homes**, one of the nation's largest homebuilders, which has committed \$250,000 to fund a laboratory in the



Laurie and Rob Rossi Photo by Patrick Swadener

new facility. The lab will be named the Pulte Homes Residential Construction Laboratory. Pulte Homes recognized and selected Cal Poly "because of the strength of the program and the hands-on approach that students experience in the Construction Management Department," said John M. Drew, the company's Orange County-based director of construction.

Another pledge for \$80,000 by **Morley Builders**, the firm that built the new Cathedral of Our Lady of the Angels in Los Angeles, will be used to construct the new building's main conference room. Four of Morley Builders' vice presidents are Cal Poly graduates: Mark Montoyo (CM '84), Charles Muttillio (CM '86), Chris Forster (CM '84), and Jeff Simonson (CM '88).

"Our firm has benefited greatly from the talent and skill of quite a few Cal Poly graduates, and we're honored to give back to the college by providing one of the lead gifts toward this new building campaign," company President Mark Benjamin said.

Gifts

From January through May 31, 2003, Cal Poly received a variety of donations from generous alumni and university friends, including:

Individuals

- **Genevieve B. Aldrich:** \$10,000 to the John P. Aldrich Memorial Endowment
- **Donald E. Bentley:** \$270,000 to the College of Engineering for mechanical engineering faculty support
- **Frisbie V. Brown** (PI '38): \$10,000 in support of the poultry program
- **Kenneth N. Edwards:** \$50,000 to the College of Science and Mathematics for the Western Coatings Technology Center
- **William H. Hitt:** \$10,500 to fund a scholarship and an endowment in memory of his wife, Ruth A. Hitt.
- **John S. and Janice Maher:** \$25,100 to an endowment for the John S. Maher Scholarship
- **Marc A. Matoza** (CSC '72): \$24,520 to Athletics
- **C.J.** (BUS '67) and **Mary Kay Nelson** (HE '67): \$10,000 to the Orfalea College of Business
- **Mark J.** (STAT '82) and **Linda J. Newland** (STAT): \$10,000 to the Statistics Department for the Newland Family Statistics Lab
- **Richard J. O'Neill** (ASCI '48): \$200,000 to Athletics for Mustang Stadium renovation
- **Robin Rossi** (ARCH '75): \$500,000 toward a \$1 million-plus pledge to the College of Architecture and Environmental Design (see story page 29)
- **Lawrence L. Simons** (ARCE '61): \$15,000 toward the George Hasslein Sculpture Memorial Fund
- **Sheila L. and Yosef Tiber:** \$8,000 to the Sheila and Yosef Tiber Scholarship in the College of Liberal Arts and \$2,500 to Cal Poly Arts
- **Paul E. Wright** (ME '58): Nearly \$15,000 to the College of Engineering

Corporations, Foundations and Organizations

- **A.G. Spanos Construction Inc. (Alex G. Spanos, AERO alumnus, chairman):** \$100,000 in support of the Davidson Music Endowment. (In August a \$1.5 million gift was recorded to renovate the Davidson Music Center, to be renamed the Alex and Faye Spanos Theater.)
- **Bank of America:** \$220,000 to the Orfalea College of Business for a community development center
- **Cisco Systems Inc.:** More than \$44,000 to the College of Engineering

- **Dole Food Co. Inc.:** \$10,000 to the College of Agriculture
- **Hewlett-Packard Co.:** Nearly \$22,000 to the College of Engineering
- **Monsanto:** \$100,000 to the Dairy Science Department for staff support
- **Northrop Grumman:** \$60,000 for the College of Engineering's Rotor Dynamics Laboratory
- **Science Applications International Inc.:** \$12,000 in support of Research and Graduate Programs
- **Select Milk Producers Inc.:** \$35,000 to the Dairy Science Department
- **Soletron Corp.:** More than \$74,000 to the College of Engineering
- **SunWest Foods Inc.** (headed by alumni **James R.** (AGB '70) and **Kathy J.** (SOCS '73) **Errecarte**): \$10,400 to the Agribusiness Department to support a scholarship endowment and faculty development.
- **The M. H. Sherman Co.:** More than \$34,000 for scholarships in the Horticulture and Crop Science Department
- **The Latino Outreach Council of San Luis Obispo (\$2,000) and Enterprise Rent-a-Car Foundation (\$2,500):** Funding to help endow a memorial scholarship in honor of Professor Emeritus David Sanchez of the University Center for Teacher Education for students preparing for careers as bilingual teachers
- **The Unocal Corporation:** \$400,000 to the College of Science and Mathematics for building support
- **Viansa Winery & Italian Marketplace** (co-owned by **Sam and Victoria Sebastiani**): \$12,000 to support programs in Animal Science, including equine research
- **Wallace Corp.:** \$10,000 to the Graphic Communication Institute
- **Watry Design Inc.** (founded by **C. Nicholas Watry III** (ARCE '64; M.S. ARCH '00): \$40,000 toward the university's parking fund and more than \$600 to the Architecture and Construction Management departments
- **Women for WineSense:** More than \$1,775 to establish a \$10,000 endowment for the Kennedy Library's wine studies resources (see story page 29)
- **Xerox Corp.:** \$11,500 for scholarships and programs in the College of Engineering, including the Society of Hispanic Professional Engineers and the MESA Engineering Program

Planned Giving and Endowments

- **Allyn and Lee Arnold:** A charitable remainder unitrust with a gift of \$945,000 to benefit the University Center for Teacher Education

- **Peter H.** ('64 ARCE) and **Ida Mae Berg:** A charitable remainder unitrust with a gift of \$700,000 for the benefit of the George Hasslein Endowed Chair for Interdisciplinary Studies in Environmental Design
- **Betty Durham:** A \$10,000 gift annuity to benefit the Performing Arts Center, San Luis Obispo
- **Marjorie L. Hanks** (widow of Mathematics Faculty Emeritus Charles J. Hanks): Donated \$2,500 in cash and created a \$30,000 gift annuity in memory of her husband to support programs in the Mathematics Department
- **Eugene C.** (ARCE '61) and **Ethel A. Lenz** (M.S. EDUC '66): \$23,770 to a charitable remainder unitrust to benefit the Dick Anderson Scholarship Endowment, Cal Poly Arts, and the Architectural Engineering and Construction Management departments
- **George D.** (EET '68) and **Barbara M. Mason:** \$54,500 of a charitable remainder unitrust for the benefit of the university
- **Milo V.** (AERO) and **Merle A. Price:** A \$50,000 gift annuity to benefit the Aerospace Engineering Department
- **Robert W.** (DS '49) and **Elinor Rivers:** Two gift annuities totaling \$20,000 to support the Dairy Science Department
- **Victor Schmidt** (ACRE '50): \$10,000 to create a charitable gift annuity to benefit the heating, ventilating and air conditioning (HVAC) program
- **James Sinton:** \$15,000 to create a charitable gift annuity and add to his charitable remainder unitrust benefiting the Kennedy Library

Gifts In Kind

- The **Graphic Communication Department** was the beneficiary of in-kind gifts from **Electronics for Imaging**, valued at \$50,000; **Sure-Feed Engineering Inc.**, valued at \$73,000; and **BCC Software Inc.**, valued at more than \$22,000.
- The **Electrical Engineering Department** received in-kind donations valued at more than \$490,000 from **Xilinx**, \$60,000 from **Keithley Instruments**, nearly \$16,000 from **Schwietzer Engineering Labs Inc.**, and almost \$15,000 from **DSP Development Corp.**
- The **Mechanical Engineering Department** received an in-kind donation valued at nearly \$14,000 from **Cisco**.
- The **Horticulture and Crop Science Department** received in-kind gifts from **Craig W. Stoller** (OH '91) and **Glen H. Stoller** (SS '60), both of **Sunridge Nursery**, valued at \$14,000; from **Froggy Hill Vineyard**, valued at \$14,400; and from **Vintage Nurseries**, valued at \$13,700.
- **SolidWorks Corp.** donated software valued at more than \$1.6 million to the colleges of Agriculture and Engineering.

Ozzie Smith Comes Home

Baseball Great Returns to Cal Poly
for Plaza Dedication, Commencement

by Vicki Hanson

On Saturday, June 14, the greatest shortstop in the history of baseball stepped up to a speaker's podium at California Polytechnic State University to deliver keynote addresses at morning and afternoon commencement ceremonies.

Known in baseball as "The Wizard" for revolutionizing defensive play at shortstop while fielding for the San Diego Padres (1978-1981) and the St. Louis Cardinals (1982-1996), Osborne Earl "Ozzie" Smith, a Cal Poly alumnus, was the sole inductee in 2002 to the Baseball Hall of Fame in Cooperstown, N.Y. (see story in Cal Poly Magazine, summer 2002).

Also widely known for his work with young people, Smith was awarded the honorary degree of Doctor of Humane Letters by Cal Poly at Saturday's morning commencement. This was only the 10th time an honorary doctorate has been granted by the university since Cal Poly's founding in 1901.

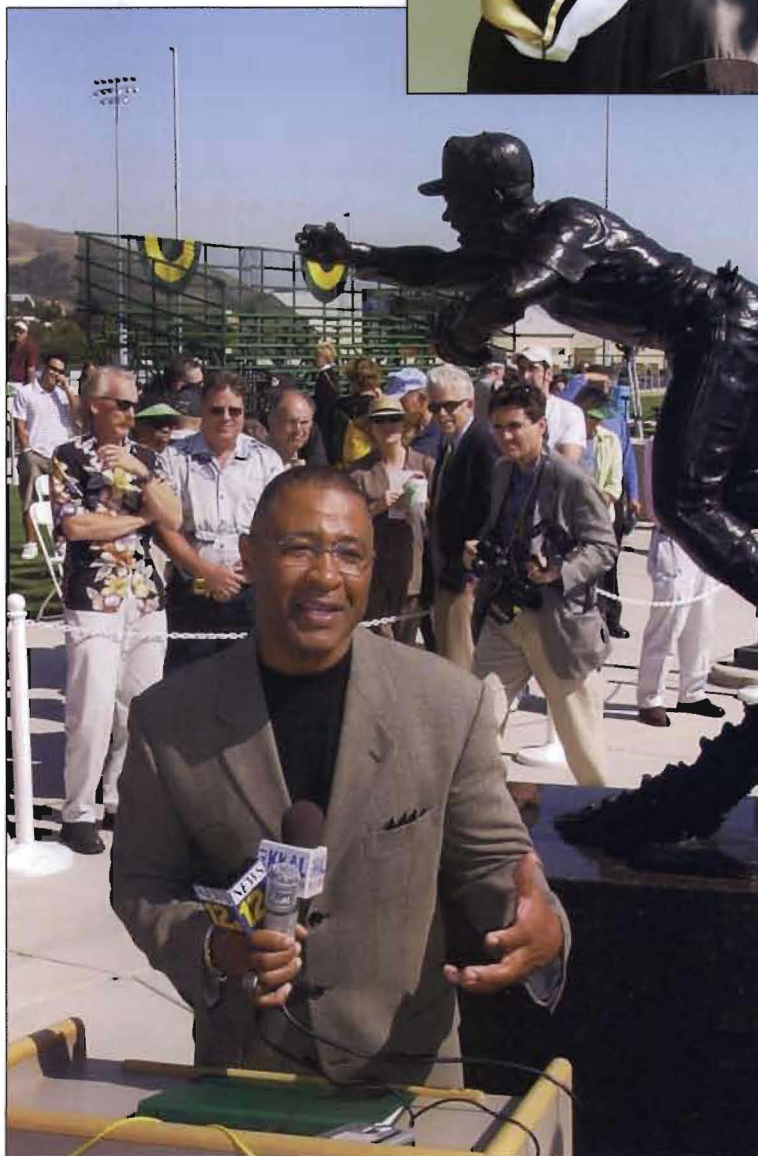
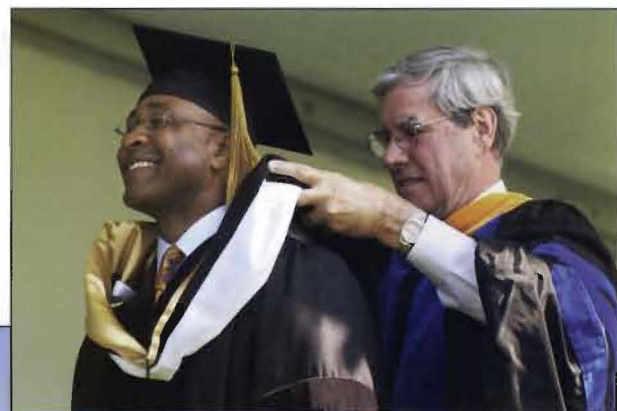
"Ozzie is a distinguished alumnus whose life, career and community service exemplify the Cal Poly tradition of excellence," said President Warren J. Baker. "He stands as a shining example of the university's aspirations for its diverse student body, as well as its learn-by-doing educational philosophy."

Known throughout his career for his magic on the field, Smith won 13 Gold Glove awards and set six Major

Continued on page 32

President Baker bestows an honorary Doctor of Humane Letters degree on Ozzie Smith.

Photo by Laura Dickinson, The Tribune



The media and Smith's fans turned out for the ballplayer's appearance at the dedication of Ozzie Smith Plaza and for the unveiling of his statue.

Photo by Bob Anderson



*Smith poses next to the Harry Weber sculpture on Ozzie Smith Plaza.
Photo by Laura Dickinson, The Tribune*

League fielding records among shortstops, including most assists, double plays and chances accepted.

He was also a successful offensive player, accumulating 2,460 hits and 580 stolen bases, and was named to 15 All-Star teams in 19 Major League seasons. His elegant glove work helped lead the St. Louis Cardinals to three World Series, including a 1982 championship. His congenial personality, consummate professionalism and trademark back flip made him a fan favorite.

On the afternoon preceding commencement, a statue in Smith's honor was unveiled at a 3:30 p.m. dedication of Ozzie Smith Plaza, located between Baggett Stadium and Bob Janssen Field on the Cal Poly campus.

The three-quarter-life-size bronze statue of Smith was created by noted sculptor Harry Weber, who has also sculpted statues of the other St. Louis Cardinal players named to the Baseball Hall of Fame. A scholarship endowment for Cal Poly baseball has been created to honor Smith, with a limited number of statue miniatures available for donors.

"The Ozzie Smith Plaza and the statue are in recognition of Ozzie's many contributions to his sport and

for being an outstanding role model for young athletes and the country's youth," said Cal Poly Athletic Director John McCutcheon.

"Ozzie is an amazing, first-class athlete," said Dan Marple, a former Cal Poly teammate and Cal Poly assistant coach, "and classy in the way he went about his work."

At Cal Poly, Smith broke a number of school records, including at-bats (754), career stolen bases (110) and stolen bases in a season (44) – the last a record he broke twice. A four-year starter at shortstop and a three-time All-Conference selection, he became a charter member of the Cal Poly Athletics Hall of Fame in 1987.

Off the field Smith has performed a different kind of magic through his

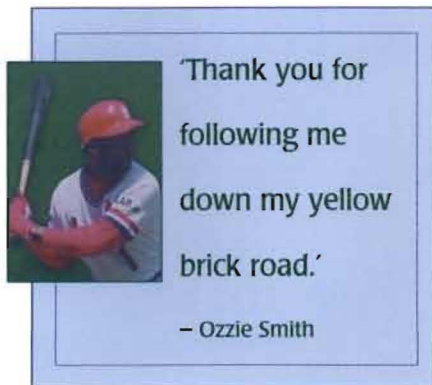
charitable endeavors, which include working with groups such as the Ronald McDonald House, The Boys Club of St. Louis, Annie Malone's Children's Home, and Kids in the Middle. A new position as education ambassador for the Baseball Hall of Fame has been created especially for him.

In 2001 Smith received the Walter Peyton Sweetness Award for his contributions to his community and his sport. He has also earned the highly coveted Roberto Clemente Award (1995), the principal humanitarian award of Major League Baseball; the Baseball Hall of Fame's Branch Rickey Award (1994) for "service above self"; and the NAACP Image Award for Sportsmanship, Humanitarianism and Community Involvement (1983).

Since retiring from baseball in 1996, Smith has been a public figure in other venues. He served as host of "This Week in Baseball," as color analyst for Cardinals broadcasts, and as baseball analyst for CNN/NI (a joint venture between CNN and Sports Illustrated). He is currently a guest commentator for Fox Sports. He owns two St. Louis-area restaurants and has performed in three productions at The Municipal Theatre in St. Louis – including starring as the Wizard in The Muny's production of "The Wizard of Oz."

At the plaza dedication Smith spoke to a crowd of some 500 faculty members, students, staff and Central Coast baseball fans, calling his career and return to Cal Poly a dream come true.

"Thank you for following me down my yellow brick road," he told the cheering fans, before signing autographs for them – including a crowd of children – for nearly an hour.



*Devotion, loyalty,
enthusiasm, initiative,
diversity, counsel,
support, dedication . . .*

These are just some of the words to describe the wealth of contributions Everett Chandler has made to Cal Poly.

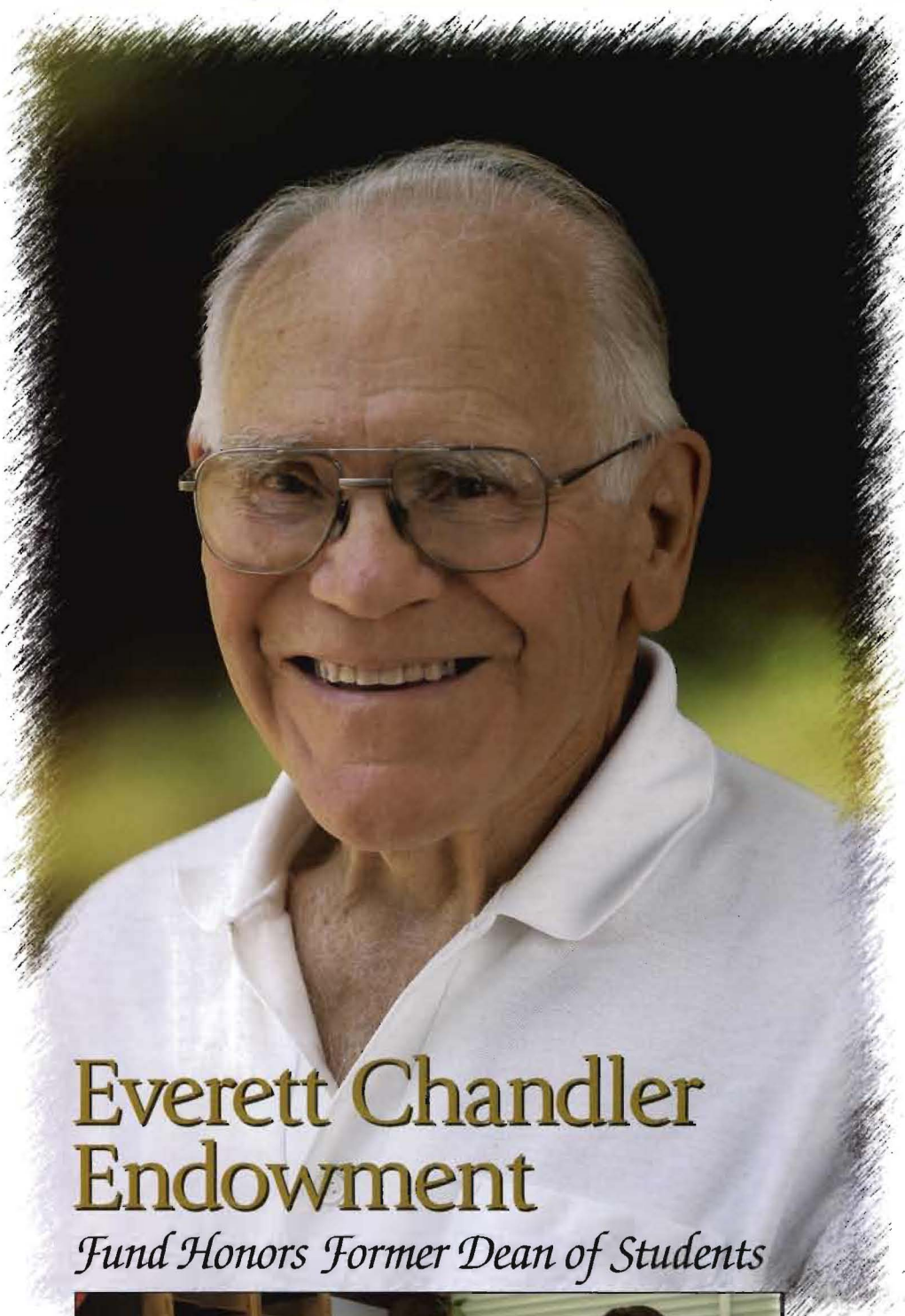
Chandler served Cal Poly as dean of students from 1951 to 1978. During his tenure at Cal Poly and in his retirement, his service to the university and the profession of student development is unparalleled.

A recipient of the prestigious Scott Goodnight Award by the National Association of Student Personnel Administrators, Chandler was recognized as the nation's outstanding Student Affairs administrator in 1978. Since his retirement, Cal Poly has recognized him with three honors: the Distinguished Service Award bestowed by the Alumni Association, membership in the Cal Poly Athletics Hall of Fame, and the naming of the Student Affairs staff award as the Chandler Award for outstanding service to the students and the profession.

Today Chandler and his wife, Arlene, continue to enrich the quality of the Cal Poly experience through their generosity and involvement with the Centennial Celebration, the Retired Faculty and Staff Club, the Kennedy Library, the Athletics Department, and the Ethnic Studies Department, among others.

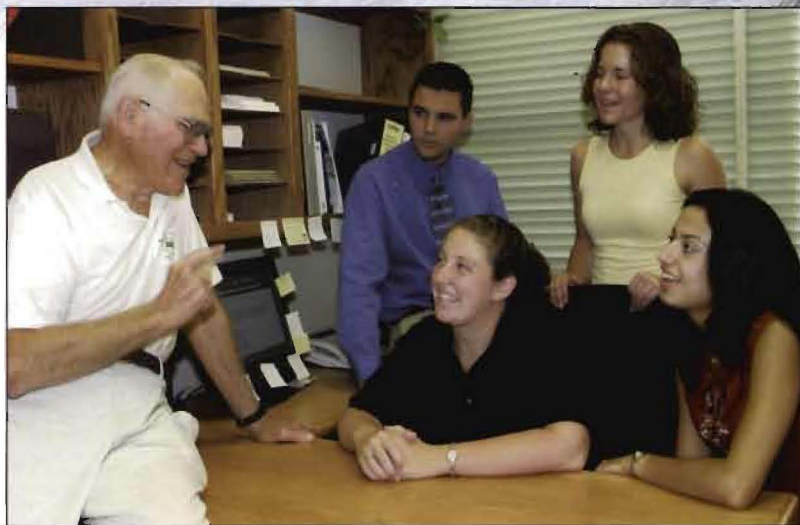
Now, in recognition of his outstanding service to the university, the Division of Student Affairs is establishing the Everett Chandler Endowment. This fund will support the Chandler Awards for outstanding service in the area of student development and leadership.

Cal Poly is excited about this opportunity to inspire its current faculty and staff to follow the example that Everett Chandler established. For more information about how you can contribute to the Everett Chandler Endowment, call Polly Harrigan in Advancement Programs, Cal Poly, San Luis Obispo, CA 93407, at 805/756-6553 or toll free at 877/727-7659.



Everett Chandler Endowment

Fund Honors Former Dean of Students



Photos by Jeff Greene



Did We Mention 'Hill View'?

San Luis Obispo's tallest "cerro," Bishop Peak, looms to the west of the community building at Cal Poly's new Cerro Vista student apartments. The development's five sections are named for peaks in the string of volcanic "plugs" that ends at the Pacific with Morro Rock. Native plant species lead down the slope from the patio.

(See story on pages 2-3.) Photo by Bob Anderson

CAL POLY

Cal Poly Magazine

Cal Poly

San Luis Obispo, CA 93407